PRINTERS'

INK

A JOURNAL FOR ADVERTISERS
188 Madison Avenue, New York City

Vol. CXLV, No. 9 New YORK, NOVEMBER 29, 1928

10c. A COPY

B. A. I. S. 1900 with N. W. Ayer & Son



BOSTON BUNEVERS

The Fruits of Imagination

In 1853 Henry Englehard Steinway, a skilled and ingenious craftsman with a soul full of music, brought his family to America. Back in the Hartz Mountains he had dreamed dreams of the ideal piano, and tried his hand at making it.

Established in America, he proceeded to turn his dreams into a reality. Almost overnight he found himself famous. His piano was adopted by the foremost musicians of his time—Liszt, Wagner, Rubinstein. Through steady progression it has continued the instrument of the musically great of today—and an ever-growing number of lovers of great music.

Steinway advertising carries on the tradition of the great craftsman whose resourcefulness and imagination brought the rich gift of music into thousands of lives.

It has established the Instrument of the Immortals in the public mind as the symbol of things hoped for, the evidence of those achieved.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISC

re

h

th

be

ta

p

it

W

aı

fa be

gi m

A

ly

th

de de

te

tu

th

10 W

ar

le

th tic

tha

Better than can any ad write

e business community for su

The Agricultural Situation

Although none of the principal crops are of record-breaking size the results are generally above the average and the aggregate all round farm production probably is the largest ever known. Although the prices of grains have declined under the influence of larger supplies. the declines apparently are not disproportionate to the larger yields, and it is believed that aggregate farm purchasing power is larger than at any time since the war.

Live stock and dairy products are on a proyielding basis, although hogs have suffer the pac

-bulletin of the National City Bank, October, 1928.

LEASE re-read these words-"aggregate farm purchasing power is larger than at any time since the war."

Please remember that the way to reach 2,500,000 prosperous homes in 1929—homes in the great "pay dirt" market—is through the Standard Farm Paper Unit. 15 non-duplicating publications. A national medium with local prestige.

Your sales problem is national—but your dealer's is always local—The Standard Farm Papers meet both!

Missouri Ruralist The American Agriculturist The Wisconsin Agriculturist The Breeder's Gazette Pennsylvania Farmer

The Prairie Farmer Ohio Farmer Wallaces' Farmer The Progressive Farmer Pacific Rural Press

The Nebraska Farmer Kansas Farmer The Farmer, St. Paul Hoard's Dairyman Michigan Farmer

The STANDARD FARM PAPER

One order—one plate—one bill

WALLACE C. RICHARDSON, General Manager

Willard R. Downing, Easter 250 Park Avenue CHICAGO Courtney D. Freeman, Western Manager 307 North Michigan Avenue Eastern Manager

San Francisco, 1112 Hearst Building

PRINTERS' INK

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL CXLV

NEW YORK, NOVEMBER 29, 1928

Senator Capper's Picture of What Will Be Done at Washington

A Forecast of the New Farm Era

An Interview by G. A. Nichols with

Arthur Capper

United States Senator from Kansas

UT of all the shouting and the tumult over the "farm relief" proposition which we have heard during the last eight years, there has now emerged what I believe to be some clearly crys-

tallized thought, both political and economic, which makes it certain that the whole question is soon to be settled and settled right.

The American farmer is about to become the world's greatest consumer of manufactured goods. A new era for him is at hand. Why do I speak so confident-There are two main reasons:

The first is that those from President-elect Hoover down, who are interested in agricul- @ Underwood & Underwood tural legislation, have

thought the thing through to a place where the logical conclusion is just ahead. When the cold rules of logic are applied to an economic problem, such as this of course is, there is no room for specula-tion as to the result. The conclusion is correct; it cannot be anything else.

The second consideration is that the farmer himself is today

in a better condition financially than he has been for many years. His scale of living has risen along with that in urban centers. His buying power has increased and will continue to grow. Moreover

he is advertisingly alive. In this situation, and in view of what Congress unquestionably will do. he now offers to manufacturers the greatest opportunity for the intensive cultivation of salability for advertised goods that has been seen in all the history of merchandising.

The one thing that remains-and this is going to be done at Washington within the next few months -is to bring about marketing conditions of such a nature that he no longer will be artificially



SENATOR ARTHUR CAPPER

restricted from gaining the full economic marketing benefit from the commodities he produces.

There is no question at all that a real farm relief program will be adopted by Congress in the near future. I think it will become the law at the short session (at least I hope this will be true); but if it doesn't we have the pledge of Herbert Hoover

Table of Contents on page 174

that he will call Congress back to Washington soon after he becomes President. And if that is done Congress will have an opportunity to stay on the job until

its farm relief tasks are finished.

There are several reasons why I think we will be able to get some real action on farm problems. One is that the overwhelming victory of Mr. Hoover in the election shows that the country is back of his policies, which include, as he made very plain in his speeches, an adequate solution for the economic and social ills that affect agriculture, the nation's most important business. Not only that, but with the marvelous ability in dealing with big problems which Mr. Hoover has, I feel that he will provide an aggressive and fighting championship in the solution of these matters which we have so far lacked.

And then, too, the fact that Mr. Hoover is known to be against the equalization fee, that was so much of a bone of contention and a stumbling block at previous sessions of Congress, probably will serve largely to eliminate this feature, temporarily at least, from any relief program that is adonted, and thus make agreement easier with the individuals so bitterly opposed to it.

President Coolidge will recommend the passage of farm relief legislation at the short session of Congress soon to assemble, if the fee clause is omitted. The President's views on this point are well known and are not likely to change.

At the same time demand has arisen for an upward revision of the tariff on farm products as a necessary part of the farm relief program.

But unless some effective way is found for disposing of surplus farm products, a higher tariff on those products will not benefit the producer to any great extent. And that is where the shoe pinches—where it has pinched all along

Senator McNary, author of the original McNary-Haugen Bill, is drafting a new farm relief bill which he believes can be passed

at the short session. It will provide for disposing of surplus crops, for distributing Federal loans to co-operative marketing associations and farmers, and will go far, he thinks, to solve the farm problem.

The proposed bill includes no proposal for tariff revision upward on farm products. And short sessions of Congress have seldom been able to do much more than routine business. Any prospect that the coming session will prove an exception in this particular is largely a matter of chance.

AGRICULTURE WILL BE SERVED AT

In the meantime agriculture, which has waited seven years to have its economic wrongs partly righted, must at last be served and I am certain will be. A farm relief bill will be passed either at the approaching short session or at a special session of Congress.

I shall do my utmost to see that a good measure is passed. Mr. Hoover, I am sure, is as much concerned that an adequate farm relief bill shall be enacted, as I am. He is thoroughly familiar with every phase of the marketing and distributing of farm products and his support and assistance will mean much.

On the whole the chances are of the brightest for an early settlement of this long argued and debated question, one which I think will enable farmers to organize the business side of their industry and eventually gain control of their markets—a control they should have.

The whole country will benefit by any legislation which will make it possible for its agricultural industry to become progressive and prosperous.

It seems to me that it is not necessary to spend any considerable time in the taking of testimony or acquiring further data in reference to whether a farm problem exists. I think it is generally recognized that there is a serious farm problem, from both the economic and social aspects, and that the future of our nation



DURING the past five years the readers of Christian Herald have contributed \$973,575 to the various charitable causes sponsored by the magazine.

This is an average of more than \$600.00 per business day.



Have you bought your Christmas seals?

CHRISTIAN HERALD

419 Fourth Avenue, New York

GRAHAM PATTERSON, Vice-Pres. J. PAUL MAYNARD, Adv. Mgr.

las

ca:

fal

ter

for

pr

ca

Ju rea pro

ter

the

Di

wh

tha

car

the

bo

1

requires that we should provide an adequate solution for this condition. Personally I can see no reason why we should not be able to build up a powerful and satisfactory rural life in this country side by side with industrial life. It seems to me that it merely requires able leadership of the type Mr. Hoover can give.

During the last nine years I have had the privilege of coming to know Herbert Hoover intimately, both in man-to-man and official capacity. I know his resourcefulness as an economist. I have discussed the farm situation with him dozens and dozens of times and know what he thinks about it. Unfortunately our Government organization is such that Mr. Hoover has had no opportunity to exert his influence and powerful mind in the upbuilding of the farm industry to which he was born. His job, as Secretary of Commerce, was to take the leadership in American industry.

As President, however, Mr. Hoover's position will be changed. As executive head of the Government he may concern himself with farm affairs all he wishes without laying himself open to the charge that he is off his own reservation.

Will he thus concern himself? He told me not long ago that he considers the farm problem to be the supreme challenge to his administration; and he declared to me most emphatically that he would exert his best efforts to the end that agriculture might be put on a basis of equality with other

industries.

Backing up and supplementing his own mental powers and ability, Mr. Hoover will find that there will be a general disposition in Congress to forget about past differences and to co-operate with him on a broad basis. In years past my own name has been associated to an extent with farm relief measures. As a Senator and a member of the Agricultural Committee, I consistently supported the McNary-Haugen program—not that it was perfect but because it seemed to be the best way in which a start might be

made toward solution. I now go on record as saying that I shall do my very best to help President Hoover or anybody else to work this thing out. And I am sure that a safe majority of other members of Congress are ready to make the same pledge.

ADVOCATES AN EMERGENCY TARIFF MEASURE

Just what the final form of the farm relief program will be is difficult to say, except to forecast that several elements must enter into it. I believe it will be possible to make a much better application of the principle of adequate tariff protection to farm products, and I feel that real progress will be made along that line. I believe that an emergency tariff measure should be enacted that covers this schedule at once, without waiting for full fariff revision, which Congress may not care to attempt until it starts on the long session, in December, 1929.

All this, of course, will be in line with Mr. Hoover's idea that "an adequate tariff is the foundation of farm relief." I have often heard it said that tariff did not mean anything to the American farmer, inasmuch as only negligible importations of farm products were made. In the fiscal year ending June 30, 1927, we imported more than \$2,000,000,000 worth of agricultural products, which "displaced" more than 60,000,000 acres of American farm lands. These importations cannot be wholly overcome by the adjustment of the tariff, and doubtless should not be, considering the good of the nation as a whole But they can be largely met by properly adjusted schedules.

Progress can be made with transportation problems, especially in the development of our rivers and of an adequate outlet from the Great Lakes through the St. Lawrence River. I feel, too, that it will be possible, in the near future, for the Interstate Commerce Commission to make some changes in the freight rate structure of the country that will be

(Continued on page 134)



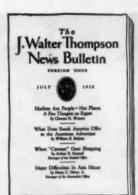
Mr. Dykes has caved in at last—under pressure. The Dykes car now finds itself equipped with one of these new-fangled false faces—cold-weather shutters for the radiator. Sewed up for the winter, b'gosh!

And may we introduce the pressure that made Mr. Dykes capitulate? Richard Dykes, Junior—none other! Dickie had reason to pull hard for radiator protection. Four times last winter the car "froze up." Who had the nasty job of thawing it out? Dick! He's the fair-haired boy who takes care of things like that. Why shouldn't his voice carry the weight of authority?

Here is a shining example of the kind of selling influence boys bring to bear on their families. For all kinds of products! Auto accessories, surely . . . and oil heaters, electric refrigerators, radio equipment, metal polishes, clothing styles—any modern merchandise of quality finds an accessible market in youth. Youth—intense, keen, open-minded, quick to appreciate new products which have good selling points behind them.

Talk to youth! Sell youth—and let youth help you sell its elders. We offer you 500,000 regular readers of THE AMERICAN BOY. 80% are of high-school age. Men in everything but years! Advertise to them in their favorite magazine. February forms close December 10th.

The American Boy
Detroit Michigan



The July Issue of the J. Walter Thompson News Bulletin Is De-voted Exclusively to Various Phases of Export.

Capies of This Issue Will Be Sent, on Request, to Manufac-turers or Distributors Interested in Export Markets.

American Manufactures Show Steady Growth n

90% of Export Increases in First Quarter of 1928 na be Were in Wholly or Partly Manufactured Good of fore

Trend of American Business Abroad Definitely broad Toward Branded Products . .

HE INVASION of the American manufacturer is winning increased acceptance all over the world. American grocery products, toilet articles and goods of all kinds art he ex following the trail blazed by American farm machinery, acture office equipment and automobiles.

A factor of increasing importance in selling goods abroad is the intelligent and effective coordination of market surveys, sales organization, sales effort-and advertising.

The successful exporter more and more is applying the same fundamental selling policies to win a world-wide market that he does in the highly competitive domestic market

In 1919, the J. Walter Thompson Company established

Tod ssista f adv

Asp levelo

ERLIN

rican

road SUF-

the

wide

hed



n Foreign Markets

n office in London. In the nine years since, this Company as been a pioneer in applying American advertising practice oods n foreign countries.

Today there are nine J. Walter Thompson Company offices itely broad, offering to American manufacturers the same charcter of facilities for market surveys and merchandising ssistance—as well as for the planning, creating and placing nine of advertising-which it affords in the United States.

A special issue of this Company's News Bulletin deals with s are he export situation. Copies will be sent on request to manuners, acturers or distributors interested in the possibilities of eveloping markets for their products abroad.

. WALTER THOMPSON COMPANY

420 LEXINGTON AVENUE, NEW YORK

HICAGO BOSTON SAN FRANCISCO CINCINNATI LONDON PARIS ERLIN STOCKHOLM COPENHAGEN MADRID ANTWERP ALEXANDRIA

Smith Brothers to Wage War on Theater Cough

Stage Stars Give Testimonials Gladly for Use in Campaign Which Attacks Annoying Habit

OUT of a chance remark made by Peggy Wood, the American actress, has come the theme of the advertising campaign which will be launched in December by Smith Brothers on their cough drops. Miss Wood hazarded the statement that if she ever became rich, she would make an endowment whereby a box of cough drops would be handed

by the ushers to every man, woman and child as they entered

theater.

This generous proposal was made in the presence of one who was quick to realize that in it lay an ad-mirable copy idea for an advertising campaign for Smith Brothers. To write copy for cough drops is not an easy task, for after it has been stated that they lessen the tendency to cough, what more is there to say? Not much. But here was an idea in which the copy had something real to talk about.

The advertisements in the campaign, which will run through the winter until April, are of the testimonial type.

It was found to be an easy matter to get leading stage stars, without remuneration, to join with Smith Brothers in their battle against the theater cough. A typical advertisement of the series is one in which Miss Wood reiterates her idea of an endowment to provide cough drops to theater audiences. Beneath her photograph is the following copy:

If I am ever rich, I am going to make an endowment. This endowment is going to do more, I believe, to help

the cause of the theater than any university. I'll simply provide enough money to have the ushers distribute a box of Smith Brothers' Cough Drops to everyone—man, woman and child—

to everyone—man, before the play. Nothing is more annoying to the actor than having his lines cut in two actor than having his lines cut in two hw loud coughs. Smith Brothers' Cough two using them myself-really stop the coughs.

It will readily be appreciated



The only time I get stage fright

COUNTING since my Webse and confession by Less Robbion the mage short 6,000 times. Very could hardly call me a beginner.
Yee, on some sharely deeved on the oversure is narry deeved on the oversure is not the oversure in sarry deeved on the oversure is not the oversure in sarry deeved on the oversure is not the oversure in the oversure in the oversure is not the oversure in the oversure in the oversure is not to be thress. Smith
order to be the oversure in the oversure is not be the reas. Smith
order to be the oversure in the oversure in the oversure in the oversure is not to be thress. Smith
order to be the oversure in the oversure is not to be thress. Smith
order to be the oversure in the oversure is not to be thress. Smith
order to be the oversure in t

Unpleasant and deagerous coughs and colds—most of wisser cicknesses — —seart right in the threat. Smith Brothers' Cough Drops proset you! They seethe irrisation, these away



THIS MAGAZINE ADVERTISEMENT IS TYPICAL OF THE SERIES WHICH SMITH BROTHERS WILL RUN IN THEIR NEW CAMPAIGN

> that here the overworked actor and actress testimonial ceases to be hackneyed because in this instance the theater plays a legitimate part in the argument of the Then again, sincerity, which hides its face in shame in a great deal of professional testimonial copy, here reveals itself without a blush because the stage are endorsing, through Brothers cough Smith something very much to their interest-a war on the annoying and



Davidson's, Iowa's largest Furniture Store, says:

"The city of Des Moines is within a threehour drive by motor car of a population of more than a million. Our store, however, by no means restricts its activities to that territory, selling and delivering merchandise to many Iowa points much more distant."

Davidson's advertising goes into two hundred thousand Iowa homes—through The Des Moines Register and Tribune's state wide circulation.

We know the Iowa market--can we serve you?

The Des Moines Register and Tribune

4 225,000 Daily Circulation

disturbing, hoarse theater cough. Other advertisements in

include one by Hunter, who points out that his "idea of an all-star audience" would be a "coughless one." Joe Cook, in a humorous treatment of the theme, insists that he can't imitate four Hawaiians everybody in the theater has a box of Smith Brothers' Cough Drops" inasmuch as "the four Hawaiians are so terribly sensitive that they need an audience as silent as can be."

Another interesting feature of campaign is the fact that Smith Brothers, after approximately eighty years of advertising, are keeping up with the modern trend in that the art treatment of the campaign is in the

modern manner.

This campaign marks a decided change from the type of advertising that Smith Brothers have been doing. The advertisements, which will appear in twenty-seven magazines, will be in two sizes, single columns and quarter pages, similar in style and theme.

In addition to the stage star testimonials, a separate campaign has been prepared for boys' magazines featuring the endorsements of Smith Brothers cough drops by men in "heroic occupations." of these quotes the driver of the Twentieth Century and another a first sergeant of the Marine Corps.

L. G. Sherman Joins Calkins & Holden

Laurence G. Sherman, recently vice-president of The Walter A. Allen Agency, Inc., Hartford, Conn., has joined the copy staff of Calkins & Hol-den, Inc., New York advertising agency.

Appoints Fred M. Randall Agency

The Scripps Motor Company, Detroit, manufacturer of marine motors, has placed its advertising account with The Fred M. Randall Company, advertising agency, of that city.

Emery Industries to J. Walter Thompson

The Emery Industries, Cincinnati, have placed their advertising account with the J. Walter Thompson Company,

Dunham Agency and Lesan's of Chicago to Merge

The John H. Dunham Company and the H. E. Lesan Advertising Agency of Illinois, both of Chicago, will con-solidate December 1, as The Dunham Lesan Company. No change will be made in the personnel of either organization.

ganization.

Operating officers of the new company will be as follows: John H. Dunham, president; G. E. Ingham, executive vice-president; H. R. Van Gunten, vice-president. The directors will be: H. E. Lesan, chairman of the board; K. L. Hamman, of San Francisco, Mr. Dunham, Mr. Ingham and Mr. Van Guntan,

ten. This consolidation will form a unit in a national organization of advertising agencies which includes the following: H. E. Lesan Advertising Agency, New York; Lesan-Praisg Advertising Agency, St. Peteraburg, Fla.; Johnston-Ayres Company, San Francisco; K. L. Hamman-Advertising, Inc., Oakland, Calif.; L. S. Gillham Company, Inc., Salt Lake City and Los Angeles; Crossley & Faling, Inc., Portland, Ore., and Syverson-Kelly, Inc., Spokane, Wash. Each unit operates under its own name, but is linked to the national organization by mutual financial interests.

The Eastern activities of the group will be under the direction of Mr. Lesan, the Middle Western division under Mr. Dunham and the Western division under Mr. Hamman.

W. W. Holt, Sales Manager, The Mennen Company

Walter W. Holt has been appointed sales manager of The Mennen Company, Newark, N. J., Mennen's shaving preparations. He has been assistant sales manager for the last year and formerly for nine years was with the United States Rubber Company in its sales and manufacturing departments.

Welch Grape Juice Appoints

Kastor Agency
The Welch Grape Juice Company,
Westfield, N. Y., maker of grape juice
and fruit preserves, has appointed H.
W. Kastor and Son, Inc., Chicago advertising agency, to direct its advertising

Iver Johnson Account to Shumway Agency

The Iver Johnson's Arms & Cycle Works, Fitchburg, Mass., have appointed the Franklin P. Shumway Company. Boston advertising agency, to direct their advertising account. This appointment becomes effective on January 1.

Seiberling Rubber Account to Mac Manus

The Seiberling Rubber Company, Inc., Akron, Ohio, has placed its advertising account with Mac Manus, Inc., Detroit advertising agency.

The Most Influential Selling Power in Greater Milwaukee!

Added Sales Force for Journal Advertising

ADVERTISERS of food and household products in the consive Greater Milwaukee marks are profiting from a new sales impetus—The Milwaukee Journal Housewives Institute!

More than 5,000 members are already enrolled. At each meeting they pack The Journal Auditorium to make notes and watch demonstrations of advertised products. Other thousands who cannot attend Institute activities read about them in The Journal women's pages.

Increase sales for your product through this new stimulator. Make/reservations today for a demonstration to supplement your Journal advertising campaign.

THE MILWAUKEE JOURNAL

ARE YOU—within



When groceries, the mass product, and automobiles, the quality product, attest one medium's leadership its selling range, too, is indicated.

If your product lies within this range of human wants—costing a dime, a dollar, ten, or a thousand — The Chicago Daily News will stand your selling test.

In groceries its advertising leadership is striking.* In automobiles, too, it leads its field.**

In the wide range of human needs and wants competitive selling benefits from home-reading in

THE CHICAGO

Chicago's Hom

wsp

roup

Advertising Representatives: NEW YORK J. B. Woodward 110 E. 42d St. CHICAGO Woodward & Kelly 300 N. Michigan Ave.

Member of the 100,00

THE RANGE?



*GROCERIES TEST SELLING POWER

Ten months of Chicago grocery advertising in 1928 gives

The Daily News Next Daily Paper 1,138,086 856,819
Agate lines Agate lines

**AUTOMOBILES TEST SELLING POWER

Automobile Advertising in Chicago for ten months of 1928:

The Daily News Next Daily Paper 591,805 511,682
Agate Lines Agate Lines

DAILY NEWS

wspaper

om

DETROIT
Woodward & Kelly
408 Fine Arts Bidg.

SAN FRANCISCO
C. Geo. Krogness
303 Crocker 1st Nat'l Bank Bldg.

OKLAHOMA

is among the eleven states where Sales Opportunities are most

Favorable

KLAHOMA is one of the eleven gold areas on Babson's November Business Report, which is strong evidence that sales and advertising results will be better in Oklahoma, for the next four months at least, than in any of thirty-seven other states. Local business is 11% ahead of this time last year and has shown better than average gains for the past three months, with every prospect for an increased percentage of gain for the next three months. A better than normal prosperity has prevailed in Oklahoma for more than five years. These favorable conditions are reflected in virtually every business activity in Oklahoma City and its trade area. Population averages a 1000-a-month increase. Building permits in Oklahoma City stand at \$15,636,331 for the first ten months of this year and will exceed last year's high mark of \$16,238,714 by more than \$2,000,000. Bank clearings for October in Oklahoma City were more than \$22,000,000 greater than in October last year. Back of all this is a great agricultural prosperity which is revealed in a 1928 cash value of crops at the farm of more than \$350,000,000. The exceptional sales opportunities which Oklahoma City offers now can be most quickly and economically developed through advertising in the Oklahoman and Times.

OKLAHOMA CITY TIMES

City Market



E.KATZ SPECIAL ADVERTISING AGENCY New York Chicago Detroit ,Kansas City - Arlanta San Francisco

56e OKLAHOMA PUBLISHING COMPANY

also publisher of -

The OKLAHOMA FARMER-STOCKMAN

How We Introduced a Cheaper Product without Hurting Our High-Priced Line

Clark Lighter Dealers Objected at First to the New and Cheaper Firefly Lighter but Now They Are Pushing Both Lines

As told to Harry Merrill Hitchcock

By E. Foster Clark

President, Clark Lighter Company

PRICE levels are always tricky things. Probably nothing was ever sold to the general public that could cover its entire possible market on a single price basis. If

you don't believe this, try to think of an exception. In every case I have been able to think of, it has proved profitable for some-body—not necessarily the same firm—to put out either a lower (I do not mean necessarily cheaper) priced, or a higher-priced variant of that article.

But it seems to be generally agreed among the authorities that it is rather more than twice as hard to do business successfully on two different price levels or, if you

prefer, in two different price classes, than to do business successfully on one. Yet the possible rewards are so tempting that people are constantly trying to do it.

rewards are so tempting that people are constantly trying to do it. The maker of a good 5-cent cake of soap tries his fortunes with a perfumed and otherwise "dolledup" 25-cent cake; conversely, the maker of grand pianos puts out a line of ukuleles. In each case the reasoning with regard to possible profits that led them into the new price field was sound; but in each case they encounter an entirely new set of difficulties. Most of these center around their dis-

tribution; the high-price and the low-price line simply will not march together in harmony, so far as their retailers are concerned.

Some of them give it up and

When the Clark Lighter Company intimated to its dealers that it planned to bring out a lower-priced lighter they cried "thumbs down." Some even threatened to drop the quality Clark line if a cheaper one was introduced.

In spite of this resistance the Clark company has made

a notable success of its cheaper line. Mr. Clark tells here just what steps were taken to bring the Firefly into its present popular position.

It took about seven months to effect this reconciliation between the Firefly and the Clark in the minds of the

trade.

go back to the safer, but narrower, field they feel at home in. Others concoct all manner of elaborate schemes, going so far as to organize new subsidiary corporations, under different names, to hide the damaging connection between the new business venture and the old. The pains taken in some cases, in the advertising and in even the smallest details of the con-duct of the business, to conceal the fact that one enterprise is trying simultaneously to operate on two

levels, could scarcely be greater if a crime were being committed.

It may be interesting, not only to these anxious ones, but to other people confronted by substantially the same problem, to review our experience with it. So far, it seems to indicate that there is nothing inherently fatal in the effort to reconcile distribution on one price level, with distribution on another. On the contrary, our story, I think, offers hope that the simplest and most direct approach to the problem may prove the best one.

When we first began making

pocket lighters, we did so on a relatively high price level. That was natural; our whole bent and experience, and our contacts with the jewelry trade, pointed in that direction. Our experience had been with merchandise of the high-quality, exclusive type, distributed through the smartest, most exclusive and high-priced jewelry shops.

Nobody, of course, can really tell the whole story of how, or why, the pocket lighter in no more than a year or so changed from being the personal eccentricity of perhaps one smoker out of a thousand or so, to be "the" thing-an accepted badge of up-to-date smartness for smokers of both sexes. Those of us who have profited most by this gust of popular favor may believe we know some of the contributory causes; but in the main we can only, in humility, express grati-tude for our luck, and claim no more credit than that due us for alertness in seeing the wave coming, and getting our surf-boards ready at the right moment to enable us to ride its crest.

But when our manufacturing facilities were strained to their twenty-four hour limit to keep up with the demand for our highpriced, chiefly hand-made lighters, it is not surprising that we began to wonder about the possibilities of adding (in a manner of speaking) a Ford lighter to our Lincoln.

There was, of course, the temptation to let well enough alone. Nobody is to be criticized who yields to that temptation. There may well be, in any given instance, good reasons why that policy is the right and best one to follow. But our decision was made on the basis that the way to do any business job is to go as far as you know how to go in it, and not overlook any logical, sensible and probably profitable development that it offers.

It took us a trifle more than a year—thirteen months, to be exact—to complete our plans for the lower-priced line of lighters. Let me make it perfectly clear that it was not to be, nor is it, in any proper sense a cheaper line. The lower price is made possible by

substituting machine for hand operations in the manufacture; the materials and the finish, the careful detail, naturally could not be the same. But in all essentials it was and is fully up to the Clark Lighter standard; especially in performance.

But we had sounded out our retail distributors, and encountered the same familiar story that so many other people have heard in similar circumstances. It was probably even more emphatic in our case than usual, because of the character of our trade; no-body has quite so much pride in his own standing and his exclusiveness as the high-class, exclusive jeweler; and nobody is quite so independent in his attitude toward a manufacturer. And they simply could not think and would not hear of a "cheap" Clark lighter at all.

If we must insist upon this new enterprise of ours, they told us without mincing words, they felt they could no longer afford to carry the Clark line. It would not do at all. We must not expect them to insult their patrons by offering goods identical in name and appearance, even though higher in price, with lighters that would be on sale in the cheaper stores and probably in the drug stores and so on. And that seemed to be that.

Under these circumstances we adopted a modification of the policy that has been adopted by many other people. We gave the new, lower-priced lighter a new namecalling it "the Firefly." In our first advertising we placed the emphasis upon that name and upon the fact that this was essentially a new lighter, at a price virtually within the reach of all; but we made no attempt whatever to disguise the fact that it was made by the Clark Lighter Company. On the contrary, we made the point that in the essentials of quality and performance it was as good as any Clark lighter, and after the first advertising we even added a paragraph to say that for those who wished something finer, we were prepared to supply lighters at various prices, clear up to the special 28

er-

12-

m

he

28

er

m-

re-

ed

SO

in

ras

in

of

10-

in

lu-

lu-

iite

to-

ev

uld

irk

ew

us

elt

TTV

do

em

ing

ap-

in

be

and

SO

nat.

we

icv

any

ew,

e-

our

em-

pon

ally

ally

we

dis-

by

On

oint

and

any

first

ara-

who

чете

ari-

cial

made-to-order, jewel-set pieces costing in the thousands.

In this way we commenced a process of patient education by which we hoped not only to hold our existing high-priced trade and distribution in line, but actually to strengthen and increase our business in this field, while developing the broader, lower-priced market as rapidly and steadily as possible.

The job has not been an easy one. Among its complications has been a production problem of no mean proportions. At one time, indeed, the immense production demands that followed the introduction of the Firefly compelled us practically to stop all production on the Clark—the original, higher-priced line. However, we maintained advertising consistently upon it as well as upon the Firefly, and gradually, deliberately, brought the

two together.

It is probable that we were actually helped by the flood of really cheap lighters (by which I mean, of course, not merely low-priced, but actually of inferior quality) most of them imported, which the sudden and enormous spread of the lighter fashion brought into the market. Many of them will wear out, break or otherwise collapse in perhaps a year at most and leave their owners active prospects for good lighters.

From our point of view, these cheap lighters had the great merit of making the Firefly so shine by contrast, that they helped greatly to overcome the advance prejudice of even our most exclusive trade against it.

against it. taken us about seven It has months, altogether, to effect a complete reconciliation between the Firefly and the Clark in the minds of our entire trade. The completeness of the reconciliation is best exemplified in the fact that today some of our most exclusive retail connections, those who were most strongly opposed in the beginning to our plan to introduce a lowerpriced lighter, are actually buying and selling far more Fireflies than Clarks.

We have also now succeeded in completely unifying our advertising. We expect to retain both the name Clark and the name Firefly, but they are featured side by side in the same advertisement.

It has been an important element in this whole process, that we have not held either type to a strict and literal one-priced basis. Broadly speaking, the Clark is on the higher price level, and the Firefly on the lower. But by introducing a variety of styles and finishes—such touches as alligator or other fancy leather covering, engraved or enameled finishes, different metals, and so on—we have varied the basic retail price until the two overlap.

At the present time there are Firefly lighters selling at a higher retail price than the lower-price Clark lighters; and bear in mind that from the point of view of performance one is as good as the other; the only essential difference is that one is hand and the other machine-made. We have the practical equivalent of a single line, with a continuous price range from the lowest point to the highest.

What is more, we also have a correspondingly homogeneous and well co-ordinated distribution scheme. Without losing anything at all in our first, high-class and highly exclusive retail distribution, we have added an immense, thoroughly sound and profitable distribution through haberdashers, cigar stores and specialty shops of all descriptions but of good quality. All of them are finding that no harm results to them, but that on the contrary, there are positive advantages in the fact that other good people besides themselves sell Clark and Firefly lighters.

Perhaps the final step and symbol of the complete unification of the line is the display case we are now putting out. A year ago we would never have dared to do it, but it is meeting with well-nigh unanimous approval now. It displays both Clark and Firefly lighters simultaneously, side by side, and it has the name "Clark" at the top and "Firefly" at the bottom, in precisely similar lettering.

There is one question which goes beyond our immediate business problem and the solution which we worked out and which I have been describing. It is a question that must naturally occur to anybody who knows the history of the last few years in the pocket lighter business.

It is: "What of the future? Can a business which developed so suddenly to such amazing proportions hold all these gains? Is the pocket lighter a permanent convenience, to be considered hereafter as much a part of the normal equipment of the smoking lady or gentleman, as her hand-bag or his watch? is it just a tremendous fad that will pass out as rapidly as it came

Naturally, I would be very reluctant to believe that the pocket lighter is only a fad. All our business plans and prospects are not built upon that theory, but upon the belief that the pocket lighter, no matter how rapidly it came in, is none the less here to stay

The story of the lighter, I think, presents a close parallel to the story of the fountain pen. Twentyfive years ago, or perhaps thirty, the fountain pen and the cigar lighter were very much in the same class as personal equipment. Both had their little group of enthusiastic wearers and users; both were scorned and ridiculed by the majority. The leakiness of the fountain pen and the treacherousness of the lighter were both good reliable comic topics. Today we once more have the fountain pen and the pocket lighter in very much the same class; but it is a different class. Both have won almost universal acceptance-or if we are still a little behind the fountain pen, we are closing up rapidly.

The fact that the pen made its way through gradual improvement, and that the lighter lagged far behind until its moment came, and then shot upward as though it had taken the elevator, need not necessarily affect its chances for holding its position equally well with its pocket partner.

But the recent history of the fountain pen also indicates one thing that we must keep in mind. It is the same thing that looms in

the minds of pretty nearly every other industry-style.

We are making it our business to learn everything we can absorb about style. We are going to have styles in shape, design and finish in pocket lighters just as in fountain pens and houses and automobiles and airplanes and shoe-laces. Going to have?-we already have them. If we can keep up in style as well as in quality, I see no reason to doubt the permanence of our business.

Clair Maxwell, President,

Clair Maxwell, vice-president of Life, New York, in charge of advertising, has been elected president. He suc-ceeds Charles Dana Gibson, who becomes chairman of the board.
Langhorne Gibson, recently secretary-treasurer, has been made vice-president, and Henry Richter, formerly business manager, has been elected secretary-

manager, treasurer.

Cantilever Shoe Account to Hommann & Tarcher

Effective January 1, 1929, the advertising account of the Cantilever Corporation, Brooklyn, N. Y. Cantilever shoes, will be directed by Hommann & Tarcher, Inc., New York advertising agency. Newspapers in approximately 130 of the larger cities and towns in the United States will be used.

F. N. Sim, Advertising Man-

ager, Dodge Brothers

Frank N. Sim has been appointed advertising manager of the Dodge Brothers division of the Chrysler Corporation, Detroit. He joined Dodge Brothers in 1925 and previously had been with The Timkin-Detroit Axle Company for ten years as advertising manager.

Erwin, Wasey to Direct Amorskin Advertising

Erwin, Wasey Company, New York advertising agency, has been appointed to direct the advertising account of the Amorakin Corporation, New York. A campaign will be conducted to advertise Amorakin, an organic cosmetic, packed in Germany and shipped to the United States.

Walter Fanning with Nunn, Bush & Weldon

Walter Fanning, recently with the William S. Merrell Company, Cincinnati, manufacturing pharmacist, has joined the Nunn, Bush & Weldon Shoe Company, Milwaukee, in charge of advertising.

ness sorb have nish ounmo-

1928

very

aces. have style reaour

Life, sing, suc-

t,

tary-dent, iness taryto

Cor-ever n & sing in in

anad-odge Corhad Axle

sing or-Tork

nted the A verthe

the nati. the

nn,

any,

RUTH HANNA McCORMICK

"The Herald and Examiner reflects Chicago's ambition and accomplishment."

For advertisers it reflects a sales outlet among 423,623 families daily---1,077,389 families Sunday.



Mrs. Buth Hanna McCormick Congresswoman-Elect

Daughter of Mark Hanna, wife of the late Medill McCormick, business woman, farmer and leader in state affairs.

CHICAGO HERALD AND EXAMINER

J. T. McGiveran National Advertising Manager

Euclid M. Covington 285 Madison Ave., New York

T. C. Hoffmeyer 625 Hearst Bidg., San Franciscs

Member of The Audit Bureau of Circulations

ONE OF THE 28 HEARST NEWSPAPERS READ BY MORE THAN 20,000,000 PEOPLE



WOMAN

Modern WOMAN has forged ahead in almost every walk of life. Wherever one looks he finds Woman performing interestingly, often brilliantly in her new spheres.

The rise of the American woman has been enthusiastically recognized by the New York Evening Journal. Its staff includes a large and notable group of women writers, artists and specialists among which are numbered some who are world-famous; and every day their work is sought out by the largest group of women who read any American evening newspaper.

Women like the New York Evening Journal because its news and feature content is full of LIFE and always human. It also gives them interesting merchandise news.

During the month of October, for example, the New York Evening Journal printed more Women's Wear advertising than any other New York morning, evening or Sunday newspaper!

And for the past three consecutive months the Evening Journal has printed more Retail Store advertising than any other New York morning, evening or Sunday newspaper!

This home-going newspaper pleases women . . . particularly the new, modern woman . . . and it produces greatest results in the world's richest market for advertisers appealing to women.

NEW YORK EVENING JOURNAL

One of the 28 HEARST NEWSPAPERS read by more than twenty million people

ICAGO: Hearst uilding

n

ıe 1-W

18

le ff of

ts

0

ir

P

-

DETROIT: Book Tower Building

9 East 40th Street

NEW YORK: ROCHESTER: Temple Building

BOSTON: 5 Winthrop Square

Member of International News Service and Universal Service Member of Audit Bureau of Circulations

Rotogravure in Detroit solves used car problem



HOW to sell used cars? That's the bane of every automobile dealer's existence. In fact, it's the big merchandising problem of the automobile world. One aggressive Detroit dealer undertook a radical departure. He employed Detroit News rotogravure and advertised his merchandise with all the atmosphere and class that this me-

dium has always been associated with.

Result: Second ad sold \$10,000 worth of used cars. Campaign has consistently been continued. The experiment proved two things: That used cars could be sold if properly presented and that Detroit News rotogravure is an unusually productive medium for the sale of any priced product.

That Detroit News Rotogravure is singularly productive may be deduced from the fact that in October The News printed 67,774 lines or nearly three times that of the second paper.

The Detroit News

The HOME newspaper

New York Office: I. A. KLEIN, 50 E. 42ND St. Chicago Office:

J. E. LUTZ, 6 NO. MICHIGAN AVE.

How to Use the Laboratory Method of Testing Advertisements

It May Not Be Possible to Measure the Effectiveness of a Complete Advertisement in One Test but Any One Part of It Can Be Measured for Some Specific Quality

By D. E. Robinson

Director of Research, Federal Advertising Agency, Inc.

"TRY out a piece of advertising copy in a representative
medium—that is, one of known
relative pulling power—and you
have made a test of pulling power
or effectiveness. But try a piece
of advertising copy on a group
of critics—by the so-called 'laboratory method'—and you have made
merely a test of opinions," said
Bernard Lichtenberg in a recent
speech, printed in PRINTERS' INK.*
Continuing, Mr. Lichtenberg commented as follows:

1928

"The great pity is that this test of people's opinions about advertising copy should ever have been allowed to gain such acceptance in

the field of advertising."

It seems to me that the great pity is that this garnering of people's opinions should ever have been confused with the "laboratory method" of testing advertisements.

method" of testing advertisements.
I agree with Mr. Lichtenberg that it may be dangerous to select an advertising appeal because a dozen or a hundred critics, expert or not, think that it is a good appeal to use. I question the wisdom of submitting several headlines to a group of people to select the most powerful. I would not even be willing to trust the opinions of fifty prospective consumers as to which is the best illustration for a particular advertisement, if these fifty consumers knew that they were judging illustrations. neither would I call these efforts to measure the effectiveness of advertising the "laboratory method."

A group of chemists might be persuaded to give their opinions as to what would happen upon the combination of two hitherto unknown substances. But you wouldn't place much weight upon these opinions nor would you say that these two substances had been subjected to laboratory tests.

What, then, constitutes true laboratory tests of advertisements? In the first place, we must remember that all advertising is effective only as it acts upon people's minds. Fundamentally it is a case of what psychologists call appeal and response. The advertisement makes a certain appeal in the expectation that a definite response will be Before this response can made. result, several definite mental steps must be taken. The advertise-ment must be seen, it must be read, it must be believed, it must be remembered and it must be acted And if these various steps are taken, it is because the correct appeals were properly presented by copy, headline, illustration and lay-

ANY PART OF AN ADVERTISEMENT
CAN BE MEASURED

Now, while it may not be possible in the advertising laboratory in one test to measure the effectiveness of a complete advertisement because you are measuring so many different things for so many different qualities, it is possible to measure any one part of an advertisement for some specific quality. For example, you can measure the power of a headline to be seen or to be remembered. You can measure the attention and memory value of copy and you can measure its power to convince. The technique of these tests is often involved. Sometimes great ingenuity must be used. Generally the judges are kept in ignorance of the purpose of the test. Sometimes they do not know they are being tested.

^{*}Nov. 8, 1928, page 128; "Test Copy on Results, Not on Opinions"; part of an address before the convention of the Association of National Advertisers.

For instance, an advertiser wanted to know which of two specific headlines would have greater memory value with a certain class of business men. The obvious way to get an answer to this question would be to get a number of men from this business group to pass upon the two headlines. Mr. Lichtenberg would object to this method and rightly so, because the minute these men became critics of advertising they would cease to be consumers of the product advertised. Their reactions would be artificial—not natural. So the following technique was worked out:

The two headlines under discussion were made parts of otherwise identical layouts. These were mounted on cardboard for easier handling. Then six advertisements of totally different products were mounted up. The one conducting the test called upon fifty business men selected as being characteristic of the group in which the ad-

vertiser was interested.

To each he told the same story: "Your experience in advertising has been varied and different from mine. I have here six advertisements which I would like to have you judge." The investigator would then reach in his portfolio for the six advertisements. Apparently by accident he would pull out the two layouts which he really wanted tested and say, off hand, "By the way, these are interesting." He would hand them to the business man and then in a few seconds "find" the six advertisements. These he would hand to the judge and recover the layouts. Then a fifteen-minute period would ensue, during which they would discuss the merits of the six advertisements. Just before leaving and in a "by the way" manner, the investigator would refer to the two layouts and, by questions, find out whether or not the judge remembered either or both of the headlines used. It is of interest to note that one headline was found to be much better than the other.

Another advertiser had reason to believe that, in the hasty reading to which advertisements are often subjected, his slogan was being

misread. By confusing one word with another of like appearance and sound, the effect of the slogan was destroyed. A laboratory test was devised to see what percentage of error actually existed in reading the slogan. The slogan was cut from a current advertisement, mounted up, and displayed for a brief period to each of fifty people. The apparatus used was designed to time each exposure exactly. The length of exposure regulated, in preliminary trials, to give just time enough for the average person to read the slogan through. As a result of the test, a high percentage of confusion The was found. slogan was changed.

TESTING TWO ILLUSTRATIONS

Upon another occasion an advertiser wanted to know which of two illustrations would be most apt to stand out among competing products. The two advertisements of his product were made up, alike in layout and copy but differing in illustration. Then two identical sets of ten competing advertisements were selected from current magazines. One of the advertisements to be tested was placed in each set. One set of advertisements was then presented to fifty judges, one after the other, with the request that each look through the advertisements giving what attention he desired to any advertisement. An hour after the judge had seen the set he was handed a record sheet and was asked to record the advertisements he remembered having seen. The same procedure was gone through with the other set of advertisements and another group of fifty judges. The recall records of the two advertisements being tested were then compared. It was found that one had much greater attention and memory value than the other.

Professor Albert T. Poffenberger, of Columbia University, in "Psychology in Advertising," tells of several laboratory tests which were designed to measure the power of advertising copy to convince. In commenting upon the versatility of laboratory tests, Pro-

1928

rord ance ogan

test

gan tiseyed ifty

was ure ary

for the the sion

was

adof

ing

ents ike ing

cal se-

UTad-

ced

sefty

ith igh at-

егlge

1 2

ecm-

rohe

ınhe semad

m-

rin lls

ch

he he

BALANCE

that benefits every advertiser

IN EVERY ISSUE of The INDIANAPOLIS NEWS there is a scientific balance of news matter and advertising, page by page and section by section, that benefits every advertiser.

The NEWS is not a "front page" paper, intended for street sale and hasty reading. On the contrary, it is a complete newspaper, delivered to the home for a thorough family reading.

Because of NEWS balance, every page from cover to cover commands the interest and attention of the reader, and every advertisement shares the advantage of reaching a thorough-reading audience.



The INDIANAPOLIS NEWS sells The Indianapolis Radius

DON BRIDGE, Advertising Manager

New York: DAN A. CARROLL Chicago: J. E. LUTZ
The Tower Hidg.

Advertising Than All Other Indianapolis Papers Combined

fessor Poffenberger says: "There are methods for measuring attention, memory, suggestion, feeling and many other types of behavior, all of which play an important part in determining the effectiveness of advertising. Such objects of measurements strike the observer as much less tangible than volume, length, weight, and so forth. Actually, the measuring methods are very much the same, but represent a cruder form of measurement than one is accustomed to make in the case of physical quantities. For example, the measurement very often consists in finding whether one thing is more or less than another in some And it does not matter respect. what the respect may be; it is nearly always possible to make a measurement in terms of more or less."

There is no space in an article such as this to describe the many techniques that have been developed for laboratory tests. But a word should be said about the validity

of such tests.

Probably the most imposing evidence on this point has been ac-cumulated by Dr. Daniel Starch, formerly of the Harvard Graduate School of Business Administration, but now in charge of research for the American Association of Ad-

vertising Agencies. In his "Principles of Advertis-ing," Dr. Starch lists no less than twenty different sets of advertisements which he tested and upon which he had actual returns from the advertisers. In each case he tested the attention value, the headline and the text of the advertisements. Combining the results of the three tests, he compared each set with the actual returns as reported by the advertisers. The cor-relation was remarkably high. In five cases there was complete agreement. Dr. Starch took a plus 1 to represent absolute agreement and a minus 1 to represent complete lack of agreement. Only two sets of advertisements fell below .70 in correlation and these rated .58 and 40. The average correlation was a remarkably high figure. Commenting upon the data above

briefly described. Dr. Starch said: "The results demonstrate that it is possible by means of brief but carefully conducted tests to measure with a satisfactory degree of accuracy the relative volume of advertisements as a whole and of the various elements in the advertise-The average correlation ments. between test results and business returns is approximately .80.

"The reader may ask why the correlations are not perfect, that is, 1.00. The reason is obvious. In the first place the tests are not absolutely perfect measures. In the second place, the business results, such as inquiries, or orders brought, are by no means perfect measures of the relative value of

advertisements.

"It is probable that carefully applied tests give a more accurate measure of the relative value of a series of advertisements and their elements than do the usual business returns themselves."

As Mr. Lichtenberg says, let us not base our advertising upon unsupported opinions. But, at the same time, let us not make the mistake of calling this method of measuring the efficiency of adver-tising the "laboratory method."

W. O. Kimberly with Atwater Kent

W. O. Kimberly has been appointed to the sales promotion staff of the Atwater Kent Manufacturing Company, Philadelphia, radio apparatus. Mr. Kimberly, who will do special field work with dealers' bulletin service, was formerly with the Cudahy Packing Company, Chicago.

Rolls-Royce Account to Young & Rubicam

The Rolls-Royce Company of America, Inc., Long Island City, N. Y., Rolls-Royce passenger automobiles, has placed its advertising account with Young & Rubicam, Inc., New York advertising agency.

Clarence Hatch, Jr., with Advertisers, Incorporated

Clarence Hatch, Jr., for the last four years with The Green, Fulton, Cunningham Company, Chicago adver-tising agency, has joined the copy and plan staff of Advertisers, Incorporated, plan sta Detroit.

Where Does a Sale Begin?

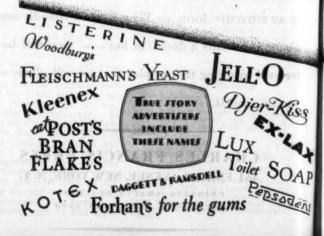
MOST purchases for household needs are made in the store, but the decision—to buy or not to buy—is most frequently made in the home. — If you can manage to get your product thoroughly discussed in the household, the next logical step is a sale. — The story booklets we are doing for national advertisers are aimed at this definite objective—to create sales. — They present powerful selling arguments and in an attractive form. — They create a friendly atmosphere and finally a desire to buy. — You will be interested in seeing the samples that we will gladly send you on request.

CHARLES FRANCIS PRESS 461 EIGHTH AVENUE, NEW YORK, N. Y.

PRINTING CRAFTS BUILDING TELEPHONE, MEDALLION 3500

this year

Andvertisers are spending 500,000 more in True Story.



a gain in display

advertising for the first

for the first 9 months alone...

Advertisers are spending \$3,000,000 *less* in all [9] other major magazines.



The two evening papers of Detroit show a gain in display advertising for the first ten months of 1928 of

1,467,579 lines

Of this gain the Detroit Times' share is

1,279,058

or 87% of the gain in Detroit

Our slogan has a meaning—
"The Trend Is to The Times"

P. S. The Free Press shows a loss in advertising so far this year so their figures are not included.

Style Is Basis of Pioneer Suspender Campaign

From a Modest Utility Article, Suspenders Are Now Being Advertised and Sold as Ensemble Merchandise

As told to Roland Cole

By L. H. Heimerdinger

President, Pioneer Suspender Company

THE humble suspender is writing history. In the story are a number of interesting suggestions of how advertising may be used to take advantage of an opportunity.

Not many years ago -in fact, shortly before the beginning of the World War-85 per cent of the suspenders sold were at 25 cents a pair, and the balance at 50 and 75 cents a pair. They were made of the plainest and most inexpensive materials, most of them in a few simple colors. Dealers carried them "under the counter." They were seldom displayed and, as a rule, were only brought out when asked

Today the sale of suspenders is greater than it was in the days when belts for general wear were almost unheard of. They are being sold on the appeals of style, quality and color, as well as utility. Leading custom tailors endorse their use and recommend a pair of suspenders for every pair of trousers. Retail stores, including the most fashionable shops

of the larger cities, feature them prominently in their counters and windows. They are being advertised nationally in periodicals reaching the consumer, the man of fashion, the college man, and the dealer. And more than half of all the suspenders sold today retail at \$1.50 a pair and up.

How has this change come about? Why are suspenders now the fashion? What part has advertising played in the creation of the present situation?



. . . says Wetzel, fastidious custom tailor

WEEEL, of the Yard, was enloying the throughout the weather for a few or to come to few or to come the few of the field of the field of the few in this, recognize the important of themsed and observate third endpoints for all commissions.

And Power presents for the appropriate of themse one to when the same of Weet the more without feelings of feed the more through the feelings. The Great Limite editional of these top Poinces.

They exceedy interpreted measurement has not beginned in the commission of the comm

The entire combinations which when the passack—or qualitation to the first man with find in quick noting of a pulsa vision reviewing understand configure of other.

Thus yearly ones The Gonthi Line on panels—year more be consistent until you've confident of the first conjugate of the confidence of the first confidenc

FRIEDRICK SEVENSIA & CO., Principle for it has Register of Francisco.

BRACES 5 PIONEER.

to the Record of Party Ride

THE OPINIONS OF A NUMBER OF PROMINENT CUSTOM TAILORS ON THE DESIRABILITY OF WEARING SUSPENDERS ARE MADE THE THEME OF ONE FIGHER SERIES

There is a prevailing idea among people outside of the men's wear field that suspenders as an article of men's clothing went out when belts came in, and that belts entirely supplanted them. That idea is, of course, erroneous, Suspenders never went out. They have always been worn by men since the

time they were invented. The belt vogue which became popular some time during the war and grew to large proportions immediately after it, was not adopted en masse by the male population. Young men in large numbers took it up and still have it but large numbers of men of every rank and file never gave wearing suspenders. many middle-aged, elderly and corpulent men who adopted belts never abandoned suspenders, but wear both. This fact, that suspenders did not go out when belts came in, should be kept in mind by other manufacturers who are looking for lessons in our experi-The present popularity of suspenders with young men is the particular phase of the situation which holds the greatest interest for sales and advertising execu-

That young men in large numbers have recently taken to wearing suspenders is a fact. That the suspenders they are wearing differ from the 25-cent suspenders of a few years ago in practically every detail except function is another fact. We make no claim for having started the vogue among young men. We saw in the vogue a sales opportunity that led us to improve our product in quality of material and in variety of patterns and colors, to cultivate the co-operation of fashionable custom tailors and leading haberdashers, and to advertise our brand of suspenders in a way in which and to an extent to which suspenders have never been advertised before.

Our advertising effort consists of a series of two-page spreads, twice a month, continuously, in a list of periodicals reaching retail clothiers and dealers in men's wear. Many of these advertisements are in colors. This campaign is being supplemented with a direct-mail broadside which has recently been sent to our entire list of customers.

Another phase of our advertising is a campaign of page advertisements in a list of nineteen college periodicals, in which we are emphasizing the importance of suspenders from the standpoint of correct style.

A third phase is a series of page advertisements, many of them in color, in a class periodical of general circulation and a leading authority in the field of men's fashions in which we are quoting the opinions of certain distinguished custom tailors on the desirability of wearing suspenders in order to preserve the correct hang of the trousers.

In addition to the foregoing we have just published what we believe is the costliest advertisement ever published on suspenders alone, namely, a two-page spread in colors in a national weekly, which is to be followed by a series of half page advertisements in black and white throughout the 1928-29 season. This campaign will present our originations in color combinations and novelty materials.

The point about this advertising campaign which I think is of even greater interest than its variety and cost is its copy appeal. We are definitely and intelligently talking to men about the color harmony of suspenders with shirts and ties, and we are merchandising this idea in our advertising to dealers. This is one angle of our copy appeal. The other is utility, not according to the ideas of the gay nineties when suspenders were just something to keep trousers up, but from the custom tailor's standpoint of correct hang and proper fit.

Among our dealer helps we are distributing a large framed color reproduction of an oil painting which was used in our periodical campaign—free to Pioneer customers. A complete line of single column newspaper advertisements is another feature. All our advertising matter gives prominence to the slogan, "It's the hang of the trousers that matters."

The response to our campaign both on the part of dealers and the public has already been greatly beyond our expectations.

Appoints Robinson, Lightfoot

Stanley Light Rack, Inc., New York, manufacturer of the Stanlight, has placed its advertising account with Robinson, Lightfoot & Company, Inc., New York advertising agency. Magazines will be used.

ng

en

nd

nd

he

to

to

usect

are

lor

cal

m-

is tisthe ou-

ign the be-

ot

ork. has

with

aga-

DR. Daniel Starch of Harvard has completed a nation-wide survey covering radio ownership in the home.

q

HIS findings, among others are, that in the Middle Western states east of the Mississippi, of which Michigan is one, that 39% of the homes are radio equipped.

q

AS a contrast to this uncovering of fact, may we cite an additional fact, namely that an independent survey made of the homes of Free Press readers

shows a radio-owner-ship totaling 66.3%.

q.

FREE Press homes are therefore 24% above the average. Furthermore, the Starch inquiry develops a point that the economic status of radio families is 40% higher than that of non-radio families.

d

THIS is good, substantial evidence of the worthiness and purchasing ability of Free Press homes.

The Petroit Free Press

VERREE &

National

Chicago

Detrois

San Francisco

CONKLIN, INC.

Representatives

New York

Who Pays for Sales Equipment?

THE REID-WAY COMPANY CEDAR RAPIDS, IOWA.

Editor of PRINTERS' INK:

Can you refer us to articles that have been published in your publications per-taining to furnishing salesmen with samples, particularly whether they should be required to purchase their demon-strator or not?

strator or not?

Our representatives are remunerated by straight commission, and before shaping our policy, we desire to have the benefit of the experiences of others, if possible, to devise a plan that is fair to our representatives as well as

ourselves.

ourselves.

It has been our experience that where an investment has been made in samples by the salesman, better results are accomplished, and also the salesman will take better care of his property.

THE REID-WAY COMPANY H. L. TRIMBLE,

Sales Manager.

T appears from our investigations that here is that rare exception in sales organization practice—an instance in which there is a fairly generally established and accepted custom, without too many departures from it.

The general rule, as developed by inquiry among a great many firms whose salesmen carry equipment, either in the nature samples or demonstration outfits, is to require the salesman to make a deposit to cover at least part of the value of the equipment, although in some cases this deposit is merely a bookmaking charge. Should the salesman leave the company, or be transferred to other work, he turns in the equipment and gets his deposit back, or has it cancelled on the books, with no deduction for normal depreciation. He may or may not be required to sign a receipt for the equipment when first receiving it, provided the fact that it is in his possession is clearly on record.

Most companies, however, curiously enough express the opinion that this is one of those cases where a rigid rule is not always adequate to the situation, and that each instance in which a salesman reports loss or damage of his equipment has to be decided on its individual merits, with due regard

to the man's own record and the degree to which he was at fault.

A great deal depends upon what might be called the "tightness" of the sales organization—the closeness of the affiliation between the man doing the selling (the actual selling to the consumer) and the company. There is of course. every conceivable variation in type of sales organization, between the industrial company whose salesmen are 100 per cent full-time salaried employees dealing direct with the consuming organization, and the company whose sales to the consumer are effected through otherwise entirely independent retailing organizations.

Nobody, apparently, expects the salaried salesman to pay for his equipment; but on a great many things the retailer is expected to purchase his sample or demonstration set or item precisely on the same basis as any other. The gen-eral, basic idea, however, would seem to be that inasmuch as the equipment—sample or demonstra-tor—is to be used for the company's benefit, the company should stand the expense of it, with only such precautions as may be taken against abuse of the practice.[Ed. PRINTERS' INK.

To Publish Aviation Directory

The Chilton Class Journal Company, Philadelphis, publisher of automotive directories, will issue "The Aero Directory and Catalogue" in January. Its page size will be 10 by 7 inches. Joseph Hildreth will be in charge of the advertising of the new publication, which will be devoted to information on the aviation industry. industry.

K. M. Walters with F. A. Whitney Carriage Company

Kenneth M. Walters, treasurer and director of the Wood, Putnam & Wood Company, Boston advertising agency, has resigned to join the F. A. Whitney Carriage Company, Leominster, Mass. manufacturer of baby carriages, as treasurer.

"The Field Illustrated" Opens Western Office

The Field Illustrated, New York, has opened a Western office at Chicago. Harold S. Zewiske, formerly with Outdoor Americs, Chicago, has been appointed Western manager.

eile

e e n d e e e e e e e e

is iy to

ahe

n-

1d

he a-

n-

ld

ilv

en

ny,

ive

Its

eph ver-

will

tion

and lood ncy,

tney ass.,

ens

has

cago.

Out-





Whose fault is this?

NE store selling nationally-advertised goods introduced to buyers in Jacksonville through advertising in the Florida Times-Union will enjoy good business. A neighboring store, just as well located but selling goods Jacksonville buyers are not acquainted with, suffers a "slump." "bargain" prices appear—but still the trade is wary. Whose fault is this? The manufacturer's, because he has gone but half way in selling this rich market. The dealer who can say: "Yes, ma'am; yes, sir; these are the goods you saw advertised in the Times-Union," can ALWAYS outsell the dealer who tries to put over "no-name" merchandise. Your goods take part of the punishment when such a dealer quits. Give your products a "name" among Jacksonville buyers through advertising in the Florida Times-Union.

Jacksonville has a payroll of more than \$25,000,000 a year. Advertising in the Times-Union will give you contact with those who spend this payroll money.

The Florida Times-Union

JACKSONVILLE, FLA.

Represented nationally by REYNOLDS-FITZGERALD, Inc. (Formerly Benjamin & Kentnor Company)

38



The largest magazine for MEN

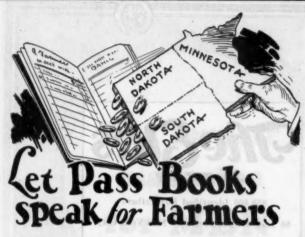


The Elks Magazine

850,000 Identified Subscribers

50 East 42nd Street New York City





Farmers constitute 51.2% of the Northwest population. Their prosperity governs sales volume in the territory.

Deposits in 117 representative country banks of the Northwest for the year ending in October showed an increase of eight per cent.

Livestock range banks showed an especially high increase.

Farmers who have money to deposit also have money to spend. Northwest business is good because farm folks are prosperous.

Reach them through the Northwest's only weekly farm paper.



The Northwest's Only Weekly Farm Paper

Standard Farm Papers, Inc., 367 No. Michigan Ave., Chicago, Ill.



Wallace C. Richardson, Inc., 250 Park Avenue, New York

A Northwestern Institution Since 1882

Member Standard Farm Paper Unit

Chile Gives Cold Shoulder to Trade-Mark Pirates

New Decree Is Liberal in Its Attitude toward Foreign Trade-Mark Owners-Rights of First User More Fully Recognized

By B. A. Whitney

Division of Commercial Laws, U. S. Department of Commerce

which ownership of a trade-mark is established. In the United States and most English-speaking establishment of the ownership of the mark. The second theory of a trade-mark right, which exists in the laws of many foreign countries, has for its basis the requisite that the mark must be registered if ownership is to be established. Adoption and use of a mark do not form a basis upon which ownership can be claimed. Registration is the sole basis of ownership, and anyone who has not registered his mark cannot claim ownership thereof, irrespective of the length of time in which he has used it.

The countries which adopt the theory of trade-mark ownership based upon the prerequisite of first registration of the mark offer more opportunities for socalled trade-mark piracy. countries which do not accept this view, it is difficult for anyone to appropriate the mark of another merely by registering it, for the first user can prove that he was first to adopt and use the mark, and the registration in the name of the other party will then be In most countries which base ownership of a trademark on the fact of first registration, mere registration of the mark alone will establish ownership, and proof of first use will not overthrow that registration.

By a decree of July 10, 1928, No. 15947, Chile put into force regulations for the administration

THERE are two theories of of the decree law No. 588 of September 29, 1925. This law with respect to the basis upon provides in clear and unambiguous language that, in order to obtain exclusive ownership of a mark, it is necessary that the party intercountries, a trade-mark right is ested have it entered in the established by first use, and registration is not a prerequisite to the usual provision of trade-mark laws in Latin-American countries and it is the provision which makes misappropriation of trademarks possible, since anyone may establish his legal ownership of a mark simply by registering it.

PRELIMINARY EXAMINATION REQUIRED

Although Chile has established registration as a prerequisite to ownership of a mark, provision is made to avoid inflicting hardships upon one who has been using the mark in commerce. A pre-liminary examination is required to establish the fact that the person applying for the mark is the manufacturer or trader of a product, or owner of the business which it is intended to distinguish by that mark." The examination is also made for the purpose of revealing whether the mark has been registered or has been used by third persons in the country at least one year previous. Not only is an examination conducted to disclose the possible existence of these facts, but the party applying for the registration must make a formal declaration setting forth their true existence. Falsity of this declaration will render the party applying for the mark liable to the criminal provisions of the trade-mark law, and will afford opportunity for canceling the application.

In addition to the requirements stated, which protect the owner of the business or the trader who

is using the trade-mark, a furfacturer or trader who might use in Chile a mark without having had it registered-by permitting him to oppose the registration thereof by any other person, provided he does so within a period of thirty days from the date of the last publication of the appli-cation. Such an opposition may always be made whenever the claimant gives sufficient proof to establish in the mind of the director of the trade-mark section of the ministry of industries and public works, the fact that the mark is being used and has been used for at least one year prior to the request of the third party for registration. In such a case, the claimant will be obliged to register the mark in his own name, or in that of his agent, within a period of two weeks, or he will be deemed to have waived his right.

The trader, manufacturer, or owner who has been using the trade-mark is further protected by the provision that in case he has registered a commercial mark for one or more of the classifications established by the law, he may oppose the registration of that mark for similar products, substitutes, or those that he manufactures, but which fall into another classification, for the sole purpose of having preference thereto in the registration.

USE OF THE POWER OF ATTORNEY

Chile, by its new decree, appears also to be very liberal toward foreign trade-mark owners in requiring a power of attorney, usually to accompany an application to register a trade-mark. American firms have experienced no little difficulty in connection with the requirements of foreign trade-mark laws, that a power of attorney must accompany the application. Where, because of the threat of a third party to register trade-mark of an American concern, it is necessary to file application immediately, American firms have been unable to cable attorneys in the foreign country

is using the trade-mark, a further provision protects the manufacturer or trader who might use in Chile a mark without having had it registered—by permitting him to oppose the registration thereof by any other person, provided he does so within a period of thirty days from the date of the last publication of the application. Such an opposition may always be made whenever the

The new Chilean decree provides that the petition for application must be accompanied by a power of attorney but it makes special provisions for urgent cases. The regulations provide that anyone may request registration of a mark in favor of a third person without the necessity of proving his authority to act, in urgent cases to be determined by the administration, and provided that such registration is approved by the said third party. In such cases, the party applying for the registration must give immediate notice to the third party for whom he has made application, and such third party must ratify the action, under penalty of cancellation of the registration within thirty days from the date of the notice if the third party resides within Chile, and within ninety days if he resides abroad.

The Chilean decree, it is observed takes into consideration the hardships which necessarily must arise from the positive requirements that the power of attorney must accompany the petition, or from failure to give residents abroad no more time than is given to nationals of the country. This provision seems to be very favorable to foreign traders or owners of trade-marks, and, in view of the experiences of many American concerns in the past, it should be welcomed by them. These same provisions are also made applicable in the case of a renewal of the trade-mark.

The new regulations have defined a generic term by providing as follows: "A word or phrase is considered as having been incorporated in the usual and current language whenever it is com-

The series of th

SOUTH'S LARGEST POWER PLANT WILL BE LOCATED IN THE BIRMINGHAM DISTRICT

Below is Gorgas Steam Plant No. 1 . . . with a capacity for developing 100,000 horsepower of electric energy for industrial use. Just across the river, Gorgas No. 2 is under
construction. Its first unit of 80,000 horsepower is near completion. The ultimate
installation of 4 units will be 320,000 horsepower is near completion. The ultimate
installation of 4 units will be 320,000 horsepower of these two plants will be
obtained from mines within a stone's throw of the furnaces . . . in fact it will be
conveyed by belt directly and efficiently.

The remarkable growth of the Birmingham District—The South's Greatest Market
is graphically shown by its increased use of power. Power consumption in Alabama
increased from 20,000,000 kilowatt hours in 1912 to 1,400,000,000 kilowatt hours in
1928. In the same period the annual value of manufactured and mineral products
has increased from \$169,000,000 to approximately \$700,000,000.



928 he attion

nev any. nich if nev

nev ime icaoro-

pliy a kes rent vide tra-

nird of in by ded ved uch the iate

for ion, tify canthin the ides

nety

obtion rily re-at-etiesihan ounbe

ders and, of the by are case ark.

deling rase incurom-

monly used to designate a definite kind of product." Many instances have been noted in which a trademark became so popular and so well known in the minds of the purchasing public as to be regarded as a denomination for a certain commodity. Generic terms are generally considered unregisterable.

There are cases where trademarks, which, when adopted, were good technical marks, but were refused registration after a period of time because, by their ex-tended advertising and popularity, they become generic terms. Chilean decree has lessened the likelihood of the loss of a trademark right in such manner, by providing that if the owner of a mark registered in Chile or abroad, or any of his predecessors or his agent, was the party who, by his extensive advertisement or by establishing the reputation for quality of the product, was responsible for the word or phrase assuming a generic or descriptive character, the owner may cause or retain its registra-tion in Chile, even though the denomination of the mark may have been transformed into an ordi-

The new decree undertakes to define a descriptive term. In general, any words which indicate the class, variety, nature, origin, nationality, weight, value, quality, or the form or color of a product are not registrable. Where these words or letters are used to form a fanciful composite, the goods to be distinguished by the mark must be manufactured in such a manner that those primary elements shall constitute the smaller part of the composite. Even in such a case the director may refuse to allow the application, if, in his judgment, commercial competition in a product of the same group of the classification would be restricted if registration were granted.

nary word.

On the whole the new Chilean decree seems to be very liberal in protecting trade-mark rights, and its provisions should lessen the hardships that are ordinarily experienced by foreign traders in those countries which base the ownership of a trade-mark on the fact of first registration of the

New Gruen Slogans Registered

GRUEN WATCH MAKERS GUILD
CINCINNATI, OHIO.

Editor of PRINTERS' IN:

It seems from the November 8 issue
of your publication that the Gruen
Watch Company has registered with
your clearing house of alogans, none of
the phrases it has used in its advertising—many of them for ten or more
years.

Ve would like to have you include among those slogans used by watch manufacturers, the following:

"The Most Beautiful Watch in America."

"Fits your pocket like a silver dollar."
"The Pentagon—won't tip over in the

"Time Hill—the center of fine time-keeping in America."
"Engaged in the art of fine watch making for more than half a century."
GRUEN WATCH MAKERS GUILD,
C. C. SECHERS.

Canada Dry Net Sales Increase

The net sales of Canada Dry Ginger Ale, Inc., New York, were \$9,357,253 for the first nine months of 1928, compared with \$7,234,418 for the same period of 1927. The net sales for 1928, however, include the sales of G. B. Seeley's Son, Inc., over a period from June 1 to September 30. The net profits for the first nine months of 1928 were \$2,404,167, against \$1,794,780 for the same period of 1927.

H. H. Packer Buys Outdoor Companies

The Conneaut Poster Advertising Company, Conneaut, Ohio, the Bouey Poster Advertising Company, Bouey, Ohio, and the Albion Poster Advertising Company, Albion, Pa., have been purchased by The Harry H. Packer Company, Cleveland.

Net Profit of Willys-Overland Increases

The net profit of the Willys-Overland Company, Toledo, Ohio, automobile manufacturer, was \$8,557,399 for the nine months ended September 30, compared with \$7,306,184 for the same period of 1927.

To Represent "Electricity on the Farm" in Ohio

Electricity on the Form, published by the Case-Shepperd-Mann Publishing Corporation, New York, has appointed R. A. McCarthy, Cleveland, as its rep-resentative in charge of Ohio territory.

Sell This Greatest, Richest, Most Accessible Market!



29% of the nation's population, paying 38% of the nation's income tax, concentrated in 4% of the nation's area

It costs less—to do it better with ROTOGRAVURE

Concentrated, rich, easily merchandised—due to unequaled transportation facilities and retail outlets—manufacturers can reduce selling costs and increase output by centering their efforts upon this market. The New York Times Rotogravure Picture Sections cover this entire area better than any other publication having a quality appeal. Write for special study which deals with the possibilities of this territory—and tells why The New York Times Rotogravure Picture Section is a most necessary factor in selling the area at lowest possible cost.

600,500 net paid circulation in this market. Total net paid circulation in excess of 750,000,

The New York Times
ROTOGRAVURE PICTURE SECTION

Pictures and Headlines

How to get the most out of both in advertising to the millions

SUCCESSFUL advertisements are founded on two simple elements. Headlines that say something. And illustrations that say something.

Both are necessary. Both are important. But combining the two, so as to get the most out of both, is an art in advertising that but few understand.

Yet, turn to the editorial pages of any successful magazine. Glance at random through the news sections of any big newspaper — and the secret is unfolded.

The headline tells the reader what the article is about. And thus gains his first attention. The illustration illustrates it. And thus sustains his interest.

Thus the illustration is subsidiary to the headline. A component part on which much depends . . . yet subsidiary.

The perfect advertisement is one in which a good illustration tells in pictures what the headline tells in words, the layout is so arranged that the illustration unerringly accomplishes that result.

The illustration may tell the headline's story in a little different way from the headline itself. It may even present it from a widely varying angle. It may show the result of what the headline promises, or the way that the result is achieved; but always, its story is

Kritistical Melant

the same; its chief object to illustrate and to hold attention. And in this, its value cannot be overestimated.

Thus the modern advertiser has learned the supreme importance of the superlatively fine in advertising illustrations. Scores of the foremost illustrators of the world are engaged in this pursuit today. Space in national publications is too costly to risk to mediocre illustration.

But underneath it all is the understanding that no matter how beautiful an illustration may be, or how famous the artist who signs it, its value is predicated solely on its ability to become a definitely co-related part - and not the major interest - of an advertisement's central selling scheme.

Pictures alone, in publication advertising, do not sway the millions. Pictures mean little without words to explain them. People want to know "WHY"and that takes more than a picture can tell.

It takes headlines that grip Buying Interest, and illustrations that sustain it, to make an advertisement pay in full.

That is 90% the secret of advertising that registers in sales and profits.

And, like all successful factors in the field, it is based on the application of the simplest of commonsense principles. If they is mount in the day in

Agency of the Manual Control of the Are you officirely reaching this meanure.

LORD & THOMAS AND LOGAN ADVERTISING

400 North Michigan Avenue 247 Park Avenue

NEW YORK

LOWDON

1151 South Broadway 400 Hibbs Building

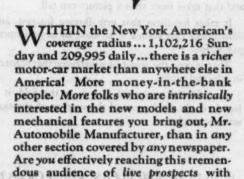
Course of Marry Property of Street, St.

LOS ANGELES WASHINGTON SAN FRANCISCO

Each Lord & Thomas and Logan establishmene is a complete advertising agency, solf contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

CHORTEC

HULLING BOL STREET



One of the 28 HEARST NEWSPAPERS read by more than twenty million people

your particular message? The American



NEW YORK 1834 Broadway

CHICAGO 711 Hearst Bldg.

does the job best!

DETROIT General Motors Bldg.

SAN FRANCISCO 625 Hearst Bldg. Member of International News Service and Universal Service

Member of Audit Bureau of Circulations

New England Adopts a Sales Plan

Four Major Objectives in Proposed Plan to Sell New England to the Rest of the Country

T the request of two impor-tant New England groups, the recreational interests and the power companies, the New England Council began last summer a study on which to base a plan for a promotional campaign based on New England's resources and advantages - industrial, tional and commercial. At the fourth New England Conference, held recently at Portland, Me., a definite sales plan was presented to the 1,000 delegates representing commercial, industrial and agricultural organizations from all of the Northeastern States.

The objectives of the sales plan are to attract visitors and residents; to create good-will for New England products within and without the section, to stimulate expansion of industries, to encourage new industries, and to inform, inspire and energize the The conferentire community. ence approved the sales plan, and referred it to the council for appropriate action; and the council now has before it questions of procedure to raise the recommended sum of \$300,000 annually for three years required to finance, the sales plan, and to carry its recommendations into effect. present no allotments have been made of sums to be expended in advertising, publicity or other promotional aids, but the matter of appropriation will be taken up for definite action at a meeting to be held in Providence in December.

"The four objectives can be gained, it is believed, by establishing squarely in public recognition throughout the entire country two propositions," said Dudley Harmon, executive vice-president of the council. "These are, first, 'New England is a good place in which to live, to work and to play,' and, second, 'New England makes quality products."

"The first objective, that of attracting visitors and residents to New England, would be attained,

under the plan, by placing strong emphasis upon our recreational and historical attractions. This is deemed advisable because these attractions are distinct and unique New England assets, not duplicated by other areas within competitive distance. An advertising campaign would be built around a series of specific recreational and historical attractions of New England. Concurrently, with the advertising, the publicity phase of the campaign would be conducted. Booklets would be published, and the present activities of States and communities in advertising and 'selling' their local advantages would be encouraged and assisted. To back up this localized endeavor the council would prepare a general brochure, describing all of New England's attractions in an inclusive way.'

These sales documents, he said, would be distributed through existing channels such as railroads, gasoline stations, and so on. Other mediums, he said, might include anything from steamship menu cards to posters. Radio, photographs and motion pictures were also listed as channels through which New England's recreational advantages could be advertised.

"Regarding the second objective, that of creating good-will for New England products and increased confidence in their quality," Mr. Harmon said, "a widespread appeal based upon craftmanship, integrity and the New England heritage of excellence in workmanship would be made. The advertising campaign to attain this objective would dramatize the effect which the inheritance of honesty and personal pride in work well done has exerted upon the quality of our manufactures of today.

"For the publicity material in connection with this second objective, the council would prepare a booklet developing the enduring character of Colonial workmanship and would point out the reputation of early New Englanders for integrity and thoroughness."

Distribution of this booklet would be arranged, again, through existing agencies such as banks, purchasing agents and so on, he added. He pointed out that publicity and advertising of the quality appeal of New England products would also be carried out under the plan within the section itself to stimulate a fuller appreciation of this asset.

"Conforming to this quality ap-Mr. Harmon continued, "the council would encourage New England communities to make themselves 'quality com-For example, communities.' munities would be urged to display their names for the benefit of motorists and aviators, to improve their appearance and to encourage courtesy to visitors, and factories would be urged to identify themselves and the goods which they make. Local exhibits locally produced products, with emphasis always upon quality, would be encouraged. Banks especially would be urged to exhibit products of local industries.

"Attention is called to the remarkably effective farm marketing program developed by the council, which is built on the production and sale of quality farm products, standardized and graded, and identified by the New England farm label. This program is already so well organized that it definitely takes place in the sales plan as a going unit; the council would use every means at its command to secure the widest possible acceptance of the program by producers, distributors and consumers."

The third objective, the speaker continued, would be the expansion of existing industries, encouragement of the organization of new industries within New England, and the attraction of industries now established elsewhere.

"For this purpose," he said,
"the principal advertising mediums would be magazines and
newspapers. Concurrently the

council would prepare a book showing the advantages of New England as a location for industrial enterprise.

"To organize the industrial possibilities of New England, the council would urge all our communities and public utilities to keep industrial data. Co-opera-

munities and public utilities to keep industrial data. Co-operation with other organizations, the organization of special research industrial studies when requested, and the gradual growth and development of a New England industrial development department are also contemplated in the plan.

"As for the fourth objective, that of 'selling' New England to itself, the resulting view is to stimulate self-confidence in New England and to increase appreciation at home of the assets and advantages which the six States enjoy, and to energize States, communities and business firms to more vigorous sales efforts in their own behalf. These results would be obtained by carrying on within New England as well as outside of it the activities which the sales plan would put into execution."

It can be said that the sales plan gives such complete and unified expression to the purposes and activities of the council that it can be regarded as representing the program of that body. The extent to which the council can put the plan into effect depends directly upon the extent to which New England business interests give it their financial support.

The hearty response accorded the plan at its presentation gives great encouragement that it will finally be given adequate financial support at the Providence meeting in December.

Francis Beatty Returns to Standard Oil Company

Francis Beatty, for the last year and a half with the F. J. Ross Company, Inc., New York advertising agency, has joined the Standard Oil Company of New Jersey, at that city, with which he was at one time associated, as a member of the manufacturing department. Before joining the F. J. Ross Company, he was a member of the advertising committee of the Save the Surface Campaign.

More That Daily

"Greatest Salesman in the West"

Sc. DAILY

e

0

e

t

0

0

V

1

S

S n S

n

2

S

S

NOVEMBER 29, 1928

10c. SUNDAY

LOS ANGELES MANUFACTURERS INCREASING EXAMINER SPACE

GAIN IN 5 MONTHS OVER 100,000 LINES

MANUFACTURERS in Los Angeles, retaining agency services that are right on the ground and base their judgments upon the elements of tangible, as well as intangible value in connection with newspaper space, have increased their use of The Examiner in the first 10 months of 1928 by 55,486 lines, or nearly SEVEN TIMES AS MUCH as the other morning paper here.

The past five months, in particular, have seen a deluge of such advertisers flow toward The Examiner as continued evidence of its tremendous pulling power piled

In that period, 101,637 lines of local manufacturing advertising were added to the volume carried in the same five months of 1927, a greater total by 32,929 lines than that carried by the second morning paper.

DISCOVERED: SERVICE THAT HELPS A CLIENT!

THE Johnstone Advertising and Sales Service of Rochester, New York, discovers a merchandising service department that "works".

"I want to thank you very much," writes F. W. Clements of that organization, "for the very efficient report that you have given me on the distribution and sales of Moone's Emerald Oil in the Los Angeles Market.

"Too often, such reports give simply

"Too often, such reports give simply yes' and 'no' with no comments whatever on the demand the dealer had.

"Your report is an outstanding one and I want to thank you again for it."



Mrs. J. L. Thornton

"Why I Read and Like The Los Angeles Examiner"

"We have two papers in our home —both Examiners. Mr. Thornton takes one to his office, I read the other. I like the progressive policy of The Examiner. Mr. Thornton looks first for the magazine section on Sunday then for sports and, last of all, for the news. I read the society and clubs on Sunday, first for the news and second for the fine advertisements of department stores. That is a great aid to a busy woman. She knows after reading the Sunday Examiner just where she is going to shop. My young son looks first for the comic strip."

Mrs. J. L. Thornton is State Publicity manager, California Congress Parents and Teachers.

One of the 28 HEARST NEWSPAPERS read by more than 20,000,000 people Member of International News Service and Universal Service Member of Associated Press

Member of Audit Bureau of Circulations

Sweets Industries Organize to Combat Lucky Strike Advertising

An Organization Committee Has Been Appointed to Draw Up Plans for a National Committee to Fight Derogatory Advertising

REPRESENTATIVES and officers of twenty-one trade associations and companies affiliated with the sweet food industries met last week at the Advertising Club of New York and voted in favor of the organization of a national committee to act for these industries for purposes of defense against derogatory advertising. A temporary committee was appointed and empowered to organize a national defense committee to include representatives of each interested industry and to solicit the necessary funds for the support of the work of the national committee.

The first meeting of this committee is planned for this week at the Advertising Club of New

York.

As was mentioned in last week's issue of PRINTERS' INE, the cause for the meeting was the current advertising for Lucky Strike cigarettes, which advocates the substitution of a cigarette for "fattening sweets," and the intention of the American Tobacco Company, maker of Lucky Strikes, to extend

this campaign.

What at first appeared to be an issue merely between candy and Lucky Strike cigarettes now seems to be assuming broader proportions, for at the meeting were representatives of the sugar, chocolate, cocoa, dairy products, bakery goods, preserve, biscuit and cracker, dried fruit, syrup, restaurant, hotel, and confectionery trades, all of whom consider their businesses to be more or less affected by the Lucky Strike advertising.

The immediate business which

The immediate business which the national committee of the sweet food industries will take up will be the formation of a nation-wide organization to determine the most effective steps to take. No definite plan has, as yet, been decided upon, although the opinion

is that a co-operative advertising campaign will be undertaken soon.

It is of interest to advertising in general that such a diversified group of industries has seen fit to combine against what each considers an attack upon itself, and to take steps for protection. If a single copy appeal in advertising can produce such a result, it is bound to introduce into advertising a new problem not only for agencies but for large companies which sell competing products within their own organizations.

The United Cigar Stores, for example, which recently received a large block of stock in the Beech-Nut Packing Company, maker of confections, will have to sell cigarettes side by side with the Beech-Nut products. In a different line, the Postum Company, maker of Postum, a substitute for coffee, now has to sell Maxwell House coffee, which it has recently purchased. Then there are the advertising agencies which will be called upon to prepare advertising for conflicting accounts.

The action, therefore, which the sweet foods committee will take will tend to serve as an interesting precedent for other such organizations. Because this committee will be among the first to function in such a capacity, the attitude which it takes toward what it considers unethical advertising, and the steps it adopts in combating that advertising may have a greater influence than it realizes at present.

Oil-Burning Refrigerator Ac-

The Perfection Stove Company, Cleveland, has placed the advertising account of its new oil-burning refrigerator with the Chicago office of Erwin, Wassey & Company. The stove and heater accounts will continue to be handled by The H. K. McCann Company.

ng in in ed to do a ng is

or ed he iy. we th

ell ly

he

be

ng

he

ke

ng

ıi-

ee

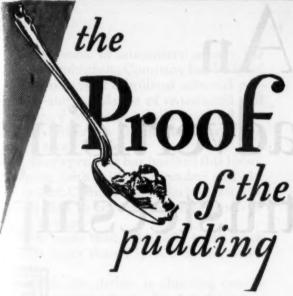
de

nnd

er it.

y. ng

be



A certain San Francisco manufacturer* of Food Stuffs, whose annual sales throughout Northern California run into the millions, is advertising in The Examiner exclusively—and has done so for the past three years.

His sales for the current year exceed those of 1927 by over 43%.

This is just one of the reasons for The Examiner's high standing as a National Advertising medium—fourth in the United States and first West of Chicago for the first half of 1928.

"We will be glad to give the name to interested parties upon request.



One of the 28 HEARST NEWSPAPERS read by more than twenty million people

Member International News Service and Universal Service
Members of Associated Press

Member Audit Bureau of Circulations

W. W. CHEW 285 Madison Ave. NEW YORK CITY A. R. BARTLETT 3-129 General Motors Bidg. DETROIT

J. D. GALBRAITH Hearst Bldg. CHICAGO

An advertising trusteeship..



As a trustee of advertisers' money, the Crowell Publishing Company has believed that by means of a brilliant editorial program—and avoidance of sensational and temporary methods—Collier's could give the advertiser his full dollar's worth and a little more besides.

Collier's progress has justified this belief. Keeping faith with the reader and the advertiser, Collier's shows each year a consistent gain in circulation—and in advertising lineage.

Now more than 1,750,000 every week—with more than 750,000 on the news-stands.

As this circulation is climbing consistently to new peaks, we firmly believe that advertisers will receive next year—as they have in the past—another substantial bonus incident to Collier's stability and steady growth.

THE CROWELL PUBLISHING COMPANY

ier's

Advertisers Who Realize That- NOW



Things Are DIFFERENT in St.Louis

L. C. ZELLINGER

General Manager

Thimble Shoe Co.

Until May of this year, the Thimble Shoe Co. advertised exclusively in another St. Louis evening newspaper. Since May 1, however, this advertiser has used no other newspaper but The St. Louis Star—6,070 lines from that date to October 31.

The increased lineage placed by the Thimble Shoe Co. is a part of the total advertising

GAIN OF 1,342,308 LINES

-BY-

THE ST. LOUIS STAR

FROM JANUARY 1 TO NOVEMBER 21, 1928.

National Advertising Representative-GBO. A. McDEVITT CO.

This Jobber Acts as Sales and Advertising Counsel for Retailers

It Is Showing Dealers That Better Selling Will Solve Many of Their Problems Including Chain-Store Competition

By Robert R. Ellis

President, Hessig-Ellis Drug Company Vice-President, Chamber of Commerce of the United States

chain-store

A BRIGHT young woman on our staff was given \$10 by Harold Gilbert, our sales manager, and told to go to six so-called independent drug stores here in Memphis and see what luck she might have in spending it.

Upon entering a store she was to ask for a tube

The

tooth-paste, a box of powder and some rouge, call-ing for these items their branded nes. Then she names. was to buy anything and everything else she might be offered. If the dealer or his clerk were to try to sell her a higher-priced brand in either of the three she was to take it without question. She was to simulate interest in this or that and buy it promptly if asked. She was to register not the slightest bit of resistance to any effort to sell her an article, no matter what it was or how much it cost.

other words, she was to do her level best to spend that \$10 in the store without specifically asking for anything other than the toothpaste, the powder and the rouge.

Without going into details, it is enough to say that she visited the six stores, and she brought back to the sales manager six tubes of tooth-paste, six boxes of powder, six compacts of rouge and two tooth brushes. It appeared that in a couple of stores the clerks got the

bright idea that tooth-paste is usually applied with a brush and suggested that she buy one. But this was as far as the salesmanship went. She had done her best to spend that \$10 in one store, but could not spend it even in all six. She brought back \$3.45 in change.*

bogev

doesn't frighten this wholesaler and he is educating his retailers to be unafraid.
"It is not buying that makes the chains; it is selling," he states in this article. "Present this thought to the dealer in a way that will cause it thoroughly to soak into his mind, place at his disposal the physical means of carrying the thought into practice, and a great change for the better will be seen at once. idea that the independent dealer must capitulate in the face of the imaginary impregnability of the chains, brought about by quantity buying and ability to force submarine discounts, is so foolish and useless as to amounts constitute what almost to a tragedy."

This is only one instance of the many that could be tending cited show the kind of salesmanship, or rather the lack of it, which characterizes the operations of any number of retail stores. And right here, to my way of thinking, is one of the root reasons why the wholesaler unquestionably belongs in the economic setup. He belongs because, better than any other, he can help the retailer do better selling. If he will only rise to his really superior opportunity in this respect he can consolidate his position in such a way that there no

longer will be need to use any question marks in considering either his present or his future.

*This subject of companion selling was discussed in the November 15 issue of PRINTERS' 18K by a Philadelphia retail druggist, F. Page Seibert, who explained "Why I Didn't Sell Your Investigator a Rasor When He Bought Blades." Mr. Seibert told why he believes special investigators are not "typical" customers and why, in his opinion, aggressive selling on the part of retailers is frequently a dangerous practice.—[Ed. Printers.]

Those who persist in "eliminating" the wholesaler from the modern business scheme on the alleged ground that his activities constitute an economic waste overlook two vital principles:

The first is that better selling, rather than a lower laid down merchandising cost, is the greatest need of the average retailer no matter in what line he may be en-

gaged.

The second is that warehouse facilities of some kind are essential, no matter who buys the goods in quantities or what physical means are used for taking them to the consumer. Somebody absolutely has to pay the cost of distribution; quantity buying, or whatever other kind of buying you want to name, is incapable of working a miracle that will do away with this cost.

I have named the two points here in the order of their relative importance. When they are thought through in their logical sequence ce:tain conclusions highly favorable to the wholesaler are bound to be reached.

I guess there is not going to be any great amount of argument over the general premise that the dealer, considering him as a class, is monstrously deficient in the one big job he has to do, namely, selling. Good selling, rather than quantity buying is the thing that has done the most to place the chains where they are today and has given them such a running start over the independent store.

Contrary to the general opinion, the average retailer is doing rather a good job these days so far as the physical aspects of storekeeping are concerned. His establishment is cleaner and more attractive than it used to be; and, thanks to modern advances in manufacturing and merchandising, he usually has at least a fairly comprehensive stock of goods from which his customers can buy. But he stops there. When people ask him for something he sells it (really transfers it) to them. If they do enough asking he is going to make a correspondingly favorable profit showing. It apparently does not occur to him that he himself should do some of the asking; in other words, that he should put forth some really constructive selling effort.

What would have happened to our young lady's \$10 bill if she had taken it into a chain drug store with the same willingness to buy, without the least objection, anything she was offered?

The chances are she would have visited only one store, and not have to be in there very long before her money was exhausted. It may be said, with some show of reason, that chain-store salespeople are too aggressive in this thing of asking people to buy. It is not always done in a skilful way, and there are many respects in which the system could be improved.

Nevertheless, the chain store's entire operation is centered, and very properly so, around the word "sell."

And yet the independent dealer thinks, or at least says, that the success of the chain store comes from its buying power.

Just what does this seemingly mysterious buying power amount to?

Does the chain, through purchasing goods in quantities for a large number of stores, really have an advantage that renders the independent dealer helpless from the start?

THE QUANTITY BUYING MYTH

Some people seem to think that if goods can be purchased in quantities the cost of distribution is thereby automatically and inevitably removed. This, of course, is not true. A chain may purchase at one time a sufficient stock of a commodity to meet the current selling needs of several hundred drug stores. Under the circumstances, it may be justified in asking and receiving the regular jobber dis-count of 15 and 2. Does this discount mean that the chain saves that much on the laid down cost of its merchandise and thereby is able to have a selling or profit-yielding advantage which places the independent under a hopeless handicap? Some say it does; but it does not. The goods have to be distributed and the cost of this operation has

Fastest Growing Morning Circulation on the Pacific Coast

Concentrated inside the market. Home-delivered. Read with confidence and thoroughness.

los Anglies Times

Boston Representative:
Williams, Lawrence & Cresmer Co.
369 N. Michigan Blvd. 285 Madison Ave.
Chicago New York

Parific Coast Representative:

B. J. Bidwell Company

142 Market St. White Henry Stuart Bidg.
San Francisco.
Santile

to be paid for. Warehousing facilities and rehandlings are absolutely essential.

When this distribution cost is paid and added, as it must be, to the laid down cost of the merchandise, the individual chain store owns its share of the goods at a cost figure very little, if any, lower than that paid by the well-informed independent. The chain store's advantage over the independent in this respect, generally speaking, is around 2 or 3 per cent on sales.

There are, of course, what the drug trade knows as "submarine discounts" which, now and again, give the chain something of an edge. In addition to the regulation 15 and 2, it may secure certain percentages off for advertising, special window displays or for extra commissions to clerks for pushing that particular merchandice

These submarine discounts, however, constitute trade abuses which are bound to be cut out sometime. The transactions leading up to them are necessarily under cover. Surreptitious selling practices of this kind, carried on between manufacturers and chain-store buyers in the darkness, as it were, should not, and will not, be condoned. Even so, they mean not nearly so.

Even so, they mean not nearly so much, considering the whole field of merchandise, as the independent dealer and his friends seem to imagine.

What I am trying to get at here is this: The chain stores haven't got, and cannot get, enough advantages in buying, hidden or otherwise, to give them anything like the unquestioned pre-eminence that some people seem to think they en-When they outsell the independent they do so not on account of the modest difference in buying cost but because of the unquestioned superiority of their selling methods. It is not buying that makes the chains; it is selling. Present this thought to the dealer in a way that will cause it thoroughly to soak into his mind, place at his disposal the physical means of carrying the thought into practice, and a great change for the better will be seen at once. This

idea that the independent dealer must capitulate in the face of the imaginary impregnability of the chains, brought about by quantity buying and ability to force submarine discounts, is so foolish and useless as to constitute what amounts almost to a tragedy.

BUYING GOODS IS EASY

Getting the goods-buying them "right," to borrow a word from current merchandising lingo-is the easiest and simplest of all the things the dealer has to do to insure his success. This is so because of the presence of the wholesaler—the man who, at his own financial risk. assembles in his warehouses complete stocks of all the goods the dealer needs, and who doles them out to the dealer in quantities that will enable him to turn his invested capital the maximum number of times. I maintain—and I could fill an entire issue of Printers' Ink with facts and figures to prove it -that the wholesale druggist can sell the retail druggist goods at a price that will enable him to compete with the chains on substantially even terms. That is to say, the retailer can do this if he will put the requisite amount of thought and energy behind the selling. The wholesaler can supply the thought, if need be, and the retailer can contribute the energy.

This is why I say that the wholesaler has an unquestioned place in the economic setup. No one manufacturer can supply selling counsel and assistance that will move all the druggist's goods as satisfactorily as can the wholesaler. The reasons for this are obvious. The wholesaler is equally interested in a multitude of lines; the manufacturer, of necessity, must confine his efforts to a comparative few.

The wholesaler is needed as a vital factor in distribution without which the independent retailer would be hopelessly sunk and the cost of his service is not appreciably more than that which the chain store has to pay for its distribution.

It is strange indeed then, these things being so, that some whole46%

of all the readers of Boston evening newspapers prefer the Boston American.

What shrewd space buyer would neglect an opportunity to reach 298,940* homes in the Boston market—practically half the readers of Boston evening newspapers?

*Total Net Paid Circulation, A. B. C. Audit, 1928

BOSTON AMERICAN

ONE OF THE TWENTY-EIGHT HEARST NEWSPAPERS READ BY MORE THAN 20,000,000 PEOPLE

Largest Evening Circulation in New England

E. M. BURKE AND ASSOCIATES, INC.

National Advertising Representatives

New York

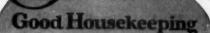
Boston

Chicago

Detroit

Member of International News Service and Universal Service Member of Audit Bureau of Circulations

ymbols



Bureau of Foods Sanitation and Health

Her

The sterling mark on silverware . . . the label in a smart garment . . . the name-plate on a motor-car . . . the maker's name on a fine piece of furnisure or on a bottle of delicate fragrance . . . the trade-mark on an appetizing food product or on a work-saving household appliance—all these are symbols of trust. Progressivemanufacturers, by advertising, have won for their names and trade-marks the confidence of Everywoman. And, always in hermind as a background for these, is GOOD HOUSE-KEEPING and the department of the serious of the serio

tion

Hou

ity and efficiency.

NEW YORK CHICAGO BO S. TO

OOD

1028

rers.

a for

ery-

her

for

SE-

ari-

ides ual-

of Trust

THAT famous phrase, "a public office is a public trust," applies not only to ose who conduct the affairs of ecountry, but also to firms whose oducts go into the home . . . and magazines that serve the people.

Good Housekeeping, by its connuous leadership in serving verywoman with vision and auority, has made its very name pify confidence. It has won her ust both by the devotion of its publisher and editor to the higher life of her household, and by its authoritative departments of service filling her every need.

Hundreds of firms whose products are household words, concerns who have won by their own merits the faith and patronage of American families, have strengthened their positions by linking their reputations to the great national symbol of trust—Good Housekeeping.

F you are a manufacturer who has not yet advertised your oduct to the Good Housekeepg clientele—why not include in our 1929 campaign this magazine thits known power to produce tional sales results?

With Good Housekeeping's apoval and Money-Back Guarantee hind your product, you do not ed to convince the Good Houseeping market of more than 600,000 good families of the orthiness of your merchandise. The endorsement of your product by Good Housekeeping sells the dealer and sells the consumer. They know that if it is advertised in Good Housekeeping it is in good taste...it has superior quality ...it will give utmost satisfaction.

The Index of Guaranteed Advertisements in December Good Housekeeping presents an interesting list of manufacturers who know by sales that Good Housekeeping families use Good Housekeeping as their buying guide.

Has your firm—your product—this background of Good Housekeeping confidence?

BEKEEPING

DETROIT ... SAN FRANCISCO



The fact that The Booth Newspaper is the only daily in six Booth cities and by far the dominant newspaper in the other two, coupled with the fact that each has a city circulation in excess of the families living in each city, proves conclusively that they satisfy and hold the reader interest in each market.

Combined Net Paid Daily Average Circulation

Publishers' statement for period

Flint Daily Journal Grand Rapids Press Saginaw Daily News Jackson Citizen Patriot Muskegon Chronicle Kalamazoo Gazette Bay City Daily Times Ann Arbor Daily News

I. A. KLEIN, Eastern Representative 50 East 42nd St., New York

J. E. LUTZ, Western Representative 6 North Michigan Ave., Chicago

THE BOOTH PUBLISHING CO.

Central Office, 2500 Buhl Bldg., Detroit or any newspaper listed

salers look toward the future with

apprehension.

The reason they are fearful is that, like the retailer, they have allowed the imaginary chain store buying advantages to develop in them an aggravated case of inferiority complex. Also, like the retailer, they apparently overlook the fundamental principle that selling, rather than buying, is the thing that makes all successful stores succeed—chain stores or any other kind.

We, here in the Hessig-Ellis Drug Company, have tried to rid ourselves of this deadly inferiority complex and to spread the gospel of right selling among the retail drug stores of the South. In all modesty, I believe I can truthfully say that we are succeeding fairly well.

How did we go about it?

As a preparatory step, we convinced ourselves of the unassailable position of the jobber as an economic factor in distribution in the ways I already have outlined in this article. It is well for an organization, once in a while, to examine itself mercilessly to see whether, after all, it really has a justifiable place in the economic scheme. We did this, telling ourselves the exact truth in all cases, with the result that we concluded we had an economic right to exist—theoretically, at least.

Then we put the theory to practical test. Among other things, we arranged with a run-down drug store to try out our ideas as a test. This store, once profitable, had got into difficulties because of chainstore competition. It had changed hands several times and was rapidly going from bad to worse. The owner, the same as many another retail druggist, thought he was done for because of the buying power of the chains.

To remove this bogey from his mind, we got him to promise that, for a certain length of time, he would buy all his goods through a jobber—paying, of course, the jobber's regular prices in all cases. He had rather a well-balanced stock and not at all a bad looking drug store. Our sales force co-operated

with him in these particulars, however, with the result that certain needed improvements were made. Then we became this store's advertising and selling department, giving practical and useful ideas in both respects. We cultivated in the proprietor and his clerks the spirit of aggressive salesmanship—the alert spirit that would cause them to be real salesmen in the store instead of merely standing behind the counter wrapping up whatever people asked for and collecting the price for it.

Within a few months this store was, and still is, paying a satisfactory profit. It is buying all its goods through jobbers. It quickly learned that success in drug store retailing is in selling and not in buying.

Today we are functioning as the sales and advertising department of a large proportion of our customers. We plan special selling events for them, giving them plenty of advance notice so they can make all the necessary merchandising preparations. Hardly a week goes by that Hessig-Ellis customers do not utilize something special in an advertising way. And, of course, all such selling occasions as Mother's Day and the various holidays are put over in full detail.

CAPITALIZING MOTHER'S DAY

Last year, for example, showed our trade what we thought was a new idea for cashing in on the merchandising possibilities of Mother's Day. "Mother" is usually pictured as a gentle old lady waiting at home for her absent sons and daughters to remember her on this occasion. We supplied to our customers advertising matter-including newspaper copy and a series of letters-advancing the idea that all mothers should be re-The suggestion was membered. made to men that, in addition to remembering their mothers, they also should buy presents for the mothers of their own children. Another thought was that anybody having a relative who was a mother, old or young, could most appropriately celebrate this day by purchasing a remembrance for her. It was simply astonishing the way the people responded. The idea "took" in a way that caused our customers to experience a surprisingly large demand for items such as fancy bottles of perfume, atomizers, Thermos bottles, pen and pencil sets, and many other such

We supplied special advertising matter at a nominal cost to the customer. Circulars advancing the idea that all mothers should be remembered cost the druggist \$2 per 1,000. We put out a series of four letters, of which the customer could use one or all. He sent in his mailing list to us and we wrote, addressed and mailed the letters. Where he furnished the letterheads and envelopes, this service cost him \$5 per 1,000; \$3 per 500, or \$2 per 250 or less. Where we furnished the stationery these prices were double.

CREATING A SELLING EVENT

The foregoing gives an idea of how we help the customer capitalize the special selling events that come in natural course. When there is no real excuse for such an event we make one. A recent example is what we call a "Penny Purchase Sale." This sale, under one name or another, is not an uncommon thing in a chain store. We proved that independent stores can use it just as successfully as the biggest chain. The idea provided that for three special days the druggist should sell a considerable list of drug staples and sundries at a special price. If the regular selling price was 25 cents he should sell two for 26 cents and so on up the range through a number of 25 cents, 50 cents and \$1

For this we got out a special order blank listing the items we recommend for the occasion and offering them at a figure below our regular selling prices. Any druggist ordering the assortment—all regular merchandise—was given a complete layout of advertising matter. This consisted of circulars, copy to use in newspapers, gay streamers and price tickets and window and interior display mate-

rial. The druggist using this material and following our instructions could transform his store into a gala place of special bargains for the three days. No chain store in his vicinity could pass him either in the value of the special penny offerings or the strength of the advertising.

One point which the student of merchandising will not overlook here is that we, the wholesaler, carried our full share of the loss, if you want to call it that, accruing from this special selling effort. We sold the goods at a reduced price and supplied all the advertising matter. Nobody can expect the retailer to bear all the burden in a case of this kind.

And so it goes down through a long list of selling aids. What I am trying to make clear is that the wholesaler is the only one who can give to the druggist help of this kind on a sufficiently comprehensive scale to make independent drug store selling approach or pass the chain store kind in efficiency and results.

He can supply the goods at a cost near enough to the chain cost to make competition with the chains possible, practicable and profitable. It only remains for him to generate the requisite amount of live selling to put behind the merchandise and the job is done. There are natural advantages had by the independent over the chains with which everybody is familiar. Combine these with what I have been here outlining and you have a combination that cannot be beaten.

One very important feature of the process which must not be overlooked is that of inspiring the kind of salesmanship that our young woman did not encounter on her visit to the six Memphis drug stores. Retailers and clerks are quick to see the idea, once it is demonstrated to them. And when it is done chain-store competition will not be nearly so serious

will not be nearly so serious.

The wholesaler is the person of all persons who can encourage this kind of selling, show the way to do it and supply the proper background in the way of merchandising and display material.

re in ss he

of ok

Er,

18

ed

I

is

re

le

st

S

e

1



"Make outdoor advertising pay the advertising pay the advertiser!" That's the Packer idea—the idea that in a comparatively short time has built the Packer organization from insignificance to the largest of its kind in the world.

PACKER ADVERTISING CORP.
Cleveland, Ohio

Holles President

PACKER

THE LARGEST EXCLUSIVE OUTDOOR OPERATING COMPANY IN THE WORLD



Improving the Appearance of C. O. D. Reply Cards

MAY OIL BURNER CORPORATION BALTIMORE, M. Editor of PRINTERS' INK: Mp.

There has been a question in my mind that I have been wanting to write you about regarding the comparatively new business reply cards, which as I under-stand, are return cards that an adver-

stand, are return cards that an advertiser can send out with no postage attached, but if these cards are returned, the advertiser will then pay the postage on each card accordingly.

This idea is very fine, and is certainly a wonderful help to the advertiser, but I personally know that a number of advertisers have steered off of using these cards because of their appearance. I think you will admit the appearance could be improved considerably, and this without changing the form to any great extent.

great extent.

With this thought in mind, I am writing to ask whether or not an advertiser wishing to use these cards could have the form printed in a different colored ink than black. My thought is that if the form of this card was printed

that if the form of this card was printed in a light colored ink, such as light brown or green or Persian orange, or some color that would be less hideous than the plain black that is used, whether such a card would be acceptable by the Post Office.

I think that with a little thought given to the color and possibly a very slight change in layout, which would bring the panel in which the following type is set—"Business Reply Card—First Class Permit No. 57 Sec. 384½
P. L. & R., Chicago, Ill.," up in the space between the two squares on each end of the card, and possibly the type set in a little more ornate face, this card would be very acceptable.

MAY O'LL BURNER CORPORATION,

MAY OIL BURNER CORPORATION, REG. RUXTON.

WHILE we understand that a number of advertisers are not particularly pleased with the appearance of the new business reply cards, we have not heard of any who have decided against using them solely on this ground. This new plan offers so many advantages to advertisers that, where it can be employed profitably, it would scarcely seem to be good policy to reject it merely because it is not dressed as well as it might In other words, the direct postal economies offered under the plan will certainly far outweigh any possible diminution in returns caused by the poor appearance of the form now insisted upon by the Post Office.

Those advertisers who object to the appearance of the C.O.D. cards and envelopes will be interested in knowing that the Post Office is working on plans to improve the form. Also, a letter from R. S. Regan, Third Assistant Postmaster General, informs us that it is not necessary for these cards and envelopes to be printed in black. He calls our attention to the fact that the Post Office regulations specifically state that "they may be printed in two or more light colors."—[Ed. PRINTERS' INK.

F. H. Loomis Advanced by Republic Steel

F. H. Loomis, recently in charge of tin plate sales for the Republic Steel Company, Youngstown, Ohio, has been made assistant general sales manager. He was, at one time, sales manager of the Trumbull Steel Company.

Harry Black with John Budd Company

Harry Black, formerly with the Cloverleaf Publications, St. Paul, Minn., has joined the New York sales staff of The John Budd Company, publishers' representative.

Joins Dorr & Corbett

Miss Edith A. Lewis has joined Dorr & Corbett, publishers' representatives, Boston. She formerly was with the Patterson-Andress Company, Inc., New York advertising agency, and the Curtis Publishing Company.

Cohn-Attlee Press Changes Name

The Cohn-Attlee Press, Inc., New York, has changed its name to The At-lee Press, Inc. No other change is involved.

Paper Account to Utica Agency

The Brownville Paper Company, Brownville, N. Y., has appointed Moser & Cotins, Utica advertising agency, to direct the advertising of its Manifold Papers "Sea Foam Bond."

Joins Donald B. Foresman & Company

Ransford Beach, author of juvenile literature, has joined Donald B. Foresman & Company, New York.

Joins Cleveland Ad-Art William Newkirk, formerly with the Mugler Engraving Company, Cleveland, has joined the sales staff of the Cleveland Ad-Art Company, of that city. in

They Said We Couldn't Do It!

When LIBERTY came into being, and experienced publishers learned that the new magazine would not hire subscription solicitors, give away premiums, nor go in for any of the accepted methods of forcing circulation, they said: "It can't be done!" But LIBERTY laid its own course and developed 99% newsdealer circulation. Every week more than 1,500,000 persons buy LIBERTY. During 1929 this number will be increased to 2,000,000! The same people buy LIBERTY every week. If we had to depend on 2,000,000 new customers each

issue, the supply of readers wouldn't go around!

There is something to a magazine that inspires such loyalty. Where is there a better type of reader for the advertiser? Where can he find a more active, responsive, interested audience? And this circulation is concentrated in the big markets where sales of merchandise are greater, easier and more economical!

LIBERTY GUARANTEES

2,000,000

average net paid circulation for the second six months of 1929 and guarantees at least 1,750,000

average net paid circulation for the first six months of 1929

No increase in Advertising Rates

Liberty of Westly for Everyholy

What kind of newspaper reaches home business managers?

IN most homes there are two business managers . . . two purchasing agents . . . Mr. and Mrs.-with the accent on Mrs. What kind of a newspaper best reaches them-exercising the greatest influence on the family budget?

Put this question to the retail merchants of any city or trading area. Their answer is the safest one to go by. They stand or fall on their success in reaching people where they live. Volumes of statistics mean nothing to them unless a newspaper can demonstrate home selling strength.

Consider, then, that the retail merchants of Boston use 45% more advertising space in the Globe, daily and Sunday, than in any other Boston paper.

Naturally, this large and increasing volume of retail advertising makes the Globe stronger and stronger with women-as any man knows who has taken home a newspaper that lacked such advertising! But since the advertising is an effect rather than a primary cause of home strength, look at the Globe from the editorial angle

Local news is highly important white in Metropolitan Boston, a self-ing, contained community. The Globe alon has a larger staff and carries more read local and suburban news than any other Boston paper.

seve

two

wee

Glo

you

vert

in n

the

stre

The Globe's Household Department, established 34 years ago as the first "women's page" in the country is today closely followed from day to day by thousands of Boston women.

The Globe's sport pages are live, accurate, complete-read throughout New England and quoted throughout the country.

Its columns are free from bias in politics and religion!

Of the three Boston paper Mai

The Boston (



ortant which carry the bulk of advertisa self-ing, national and local, the Globe Globe alone holds practically all of its s more readers in Metropolitan Boston than seven days a week. The other two lose 35% and 65% of their De. week-day readers on Sunday. A years striking additional proof of the page" Globe's home strength—whether losely you use Sunday space or not!

ay by More and more national advertisers are insisting on the es are demonstration of home strength in newspapers. We submit that the Boston Globe possesses this strength in a community where average family wealth is \$9,000.

All of the facts are contained in our booklet "Boston-4th Market." Write for free copy.

n Globe

n.

-read

intry.

n bias

apen

Facts on Boston and the Globe

Boston's shopping area ranks fourth in population, third in per capita income tax returns. Family wealth averages \$9,000; saving deposits, \$2,000.

Metropolitan Boston is with-in 12 miles of Boston's City Hall. From this area Boston department stores draw 74% of their business. Here the Globe is definitely the home newspaper, as proved by circulation and advertising.

It is the only Boston newspaper which holds all of its readers in this district seven days a week.

It leads by 45% in department store advertising. And in the four major display classifications which find their market in the home, including automobile advertising, the Globe also enjoys a substantial lead.

The Rate Advantage Ends December 1st

THE JANUARY WORLD'S WORK, under the editorial direction of Barton Currie, will appear in The New Standard Size, 8½ x 11½ inches; with 429 agate lines to the page.

On December 1, the rate will be advanced to \$700 a page.

But until December 1, the present rate of \$450 a page,based on a type area of 224 lines to the page,-remains available to advertisers entering schedules for 3 insertions or more through the August issue, 1929.

Orders postmarked not later than 12 o'clock on November 30th will enjoy this pronounced advantage—an increase of 91 per cent in lineage to the page -with no added cost.

Advertising in the new World's Work will benefit too from its new editorial vigor; from its increased distinction in typography and illustration; from the enlivened interest which the new magazine will carry to its superlatively quality audience.

WORLD'S WORK

DOUBLEDAY, DORAN & COMPANY, INC.

Publishers, Garden City, N.Y.

NEW YORK: 244 Madison Avenue

ATLANTA: Glenn Building

BOSTON: Park Square Building CHICAGO: People's Gas Building SANTA BARBARA, CAL.

Informal Letter Conferences Make Better Letter Writers

The New York Edison Company Has Found That Group Discussions Help Solve Its Correspondence Problems

A LITTLE more than a year ago, the New York Edison Company invited the 120 dictators of correspondence in its commercial department to a letter-writing conference. In every way, it was

an experiment.

Many of the men had been entrusted for years with the dictation of letters that express to customers the policy of the company. They could not very well be asked to go to school. But it was important that they should continually strive to write better letters and that they should have a uniform understanding of the policies

they expound.

As a matter of fact, formal instruction was no part of the plan. It was felt that the solution of problems which arise during the course of a month of letter writing could more easily be arrived at if the men had an opportunity of discussing them with other dictators. The first conference was held in the fall of 1927. The groups continued to meet throughout the year, and the second series of conferences is already under way. Altogether, the conferences are considered highly successful.

There has never been any difficulty in keeping up the attendance at the conferences. But, since the meetings take place during company hours, the press of other business sometimes makes it impossible for a man to be present at the discussion of his own group. When this happens, he usually arranges to sit in on another meeting.

At the start, the dictators were divided into groups according to the work they were doing. idea was to gather together men whose problems would be similar. In one group are dictators who handle all letters about bills; in another, men who settle service complaints; in a third, men who follow up inquiries about new appliances, and so on. Probably it

would be interesting and beneficial for a man who takes care of bill complaints to attend a conference of men chiefly concerned with getting new business. But since time is short, it is obviously better for him to have the opportunity to interchange ideas with men who are handling the same sort of work

There is no schoolroom atmosphere at the conferences. are held around a library table, and the spirit of the meeting is entirely informal. Efforts are made to keep the groups under fifteen, since it is felt that when they exceed that number they tend to become too ungainly, and the purpose of the conference, to give every man a chance to talk over his own problems, would be defeated.

HOW LETTERS ARE SELECTED

Letters which have been actually sent to customers are analyzed at the conferences. Each lyzed at the conferences. letter is discussed as to content, choice of words, and the success with which it interprets company policies. Every man is asked to select two letters from his pile of correspondence, and send them by a certain date to the Bureau of Education. Copies of the letters are then made with all identification marks removed. It was originally believed that the men might feel embarrassed at a general discussion of their letters. It has been found, however, that all of the dictators are willing, if not eager to own up to their own letters. As a prelude to the discussion of these letters in conference. suggested corrections are inserted in the original copy of the letter.

When the company asked its dictators to send in two letters which they had written during the preceding month, it was suggested that these be taken at random from the file, or that letters which they especially wished discussed

should be chosen. If every man were to select the best letters he had written, the conferences could

never be successful.

At the beginning of every meeting, the copies of the letters are distributed by a representative of the Bureau of Education who is in charge of all conferences. Then the discussion starts. The men really take over the meeting, but when there are any particular points to be explained or emphasized, the bureau representative leads the discussion into the desired channels.

Because the time allotted for each individual conference is limited—the average conference lasts about an hour and a quarter—not every letter can be discussed. The letters which cannot be analyzed for want of time are read by the leader of the group who returns

them with his criticism.

It sometimes happens that a dictator who has written an important letter wishes to see what the reaction of other dictators will be. He has the privilege, then, of asking that his letter be discussed in all, or several of the groups instead of only in that one of which he is a member; or, the leader of the conference groups may feel that a particular letter should be brought to the attention of other dictators besides those by whom was originally discussed. In such case, a letter may be read by every letter-writing dictator in the company. The conference system has this advantage: Although the function independently, groups they may have the benefit of the counsel of other groups when the occasion arises.

Besides the conferences, dictators also receive a "Better Letter Bulletin." The numbers are issued irregularly, and everything "from grammatical mistakes to questions of policy are discussed in them.

These bulletins are issued for dictators of correspondence, for stenographers, and typists, and everyone concerned with the company's correspondence. The bulletins tie up both with the conference groups and with the letter-writing courses given to stenographers and typists.

All of the stenographic force of

the commercial department must, at some time or other, attend the company school. Classes are held during company hours, and the courses for which an employee is enrolled depends upon his position as well as on his knowledge and ability. Until this year, the company had arranged no classes for its more experienced stenographers. After they had completed the course of instruction which is required of them, and after they had completed special work in advanced English, there were no courses open to them which would be helpful in their work. This year, the stenographers requested the company to form conference groups similar to those which had been organized for the dictators. At these new meetings, questions of form and policy in business correspondence will be discussed. Instead, however, of devoting the major portion of the conference to an analysis of the contents of letters, the stenographers will study the form, and the general appearance of letters which they have sent out. It still remains to be seen how successful these new conference groups will be.

According to an officer of the company, there is no doubt about the success of the conferences for dictators of correspondence. Almost without exception, there has been a marked improvement in the letters which are being written.

G. S. Jay to Direct Prophy-lac-tic Sales

George S. Jay has been appointed director of domestic and foreign sales and advertising of the Pro-phy-lactic Brush Company, Florence, Mass. Mr. Jay, who joined the executive staff of the Pro-phy-lac-tic company in July of this year, previously had been president of the Northwest Pharmaceutical Bureau.

reau.
Joseph F. Huber has been appointed sales manager. He has been with the Pro-phy-lac-tic organization for twenty-four years, twenty-two of which he has spent as a salesman. Two years ago he was appointed field sales manager with headquarters at Florence.

Eliot H. Thomson has been appointed treasurer of the Capitol Title & Guaranty Company, Washington, D. C. This appointment is in addition to his work as publicity manager of the Washington Loan & Trust Company, of that city.

28

st. he ld

he is

on bn nor rs. he 6ad ed es p-

he nps en · At

of

p. n-

he

to rs, he

ce ut.

ICce

he ut OT

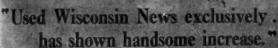
11as

he

tic Ar of of 3u

ted he tyugo

C





Nov. 22, 1928.

Mr. John Black, Publisher, Wisconsin News, Wilwaukee, Wis.

Dear Mr. Black:

Replying to your letter of recent date, requesting me to give you an expression as to our experience with the Wisconsin News.

For the last three years we have used the advertising columns of the Wisconsin Sews ex-clusively for our afternoon and evening advertising medium.

It gives me great pleasure to admit our complete satisfaction with the medium we have adopted. Our business has shown a very steady and handmose increase each year, with the result that we are not planning any changes is our policy.

Very truly yours,

CJS:IB

STUMPES INCOMPORATED

No name is better known among Milwaukee cisthiers than that of Stumpfs. Surely this concern, operating six stores in Milwaukee and who have been in besiness for 35 years, should be able to judge Milwaukee News-pager values.

Read what Mr. Chas. Stumpf has to say about his experience with Wiscons.n News asvertising.



One of the twenty-eight Bearst No

Death of William Bradford Merrill

WILLIAM BRADFORD MERRILL, for many years general manager of the Hearst newspapers, resigning last year because of ill-health, died on No-vember 26 at New York. He was sixty-seven years of age.

For almost fifty years he had been engaged in journalism, the last twenty of which had been with the Hearst organization. In 1879, he joined the former Phila-delphia North American as a reporter and remained with that newspaper for several years. At the age of twenty-three he became managing editor of the former Philadelphia Press, and built that newspaper up until it became one of the most powerful newspapers of its day in the country. In 1891 he was made managing editor of the former New York Press.

Mr. Merrill's next position was with the New York World, first as managing editor and later as financial manager. So impressed William Randolph Hearst with Mr. Merrill's ability that he engaged him as manager of the New York American in 1908. Eleven years later he was made general manager of all the Hearst newspapers.

Mr. Merrill was responsible for introducing Theodore Roosevelt to William L. Strong, then mayor-elect of New York City, who was so taken with Mr. Roosevelt that he made him president of the New York Police Board. The friend-ship between Mr. Roosevelt and Mr. Merrill continued until the former's death.

A slogan adopted by Mr. Merrill that will be remembered by newspaper editors who have worked with him is, "Vigilance, Enterprise and Accuracy. Vigilance, Enter-prise and Accuracy. They are the keynote of the successful newspaper."

Mr. Merrill was also an authority on railroad finance and was the author of the "Guide to Railways of United States.'

N. H. Boynton Heads Motor and Equipment Association

and Equipment Association
N. H. Boynton, sales and promotion
manager of the National Lamp Works
of the General Electric Company, Cleveland, has been elected president of the
Motor and Equipment Association. This
association was recently formed through
the merger of the Automotive Equipment Association and the Motor & Accessory Manufacturers' Association.
Aiding Mr. Boynton in the direction
of the new organization, which will
have headquarters at Chicago and New
York, will be the following divisional
vice-presidents: J. M. McComb, vicepresident, Crucible Steel Company, New
York; W. S. Isherwood, sales manager,
A-C Spark Plug Company, Flint Mich.;
E. R. Seager, secretary of the Pennsylvania Rubber & Supply Company,
Cleveland. Cleveland.

Other officers include: C. H. Burr, treasurer, SKF Industries, New York, treasurer; M. B. Ericson, secretary and treasurer; Biflex Corporation, Waukegan, Ill., assistant treasurer, and G. L. Brunner, treasurer and general manager, Brunner Manufacturing Company, Usica N. V. accretary. Utica, N. Y., secretary.

C. S. Andress Joins N. W. Aver & Son

Clarence S. Andress, until recently active as vice-president and treasurer of the Patterson-Andress Company, Inc., New York advertising agency, is now associated with N. W. Ayer & Son as a representative in the New York

He became associated in advertising agency work with the late W. A. Patterson in 1917. For seven years previously he had been with the Curtis Publishing Company, during which time he had been manager of the New York office of The Saturday Evening Post.

National Broadcasting Appointments

D. S. Tuthill has been appointed gen-

D. S. Tuthill has been appointed general sales manager of the National Broadcasting Company, New York. He was formerly Eastern sales manager. Roy C. Witmer has been appointed assistant general sales manager. J. de Jara Almonte, formerly with the sales department, has been appointed assistant to George F. McClelland, vice-president and general manager.

Mr. Tuthill, in his new position, will have charge of sales for the New York, Boston, Washington, Chicago and San Francisco divisions.

American Radiator Appoints Blaker Agency

The American Radiator Company, New York, has appointed the Blaker Advertising Agency, Inc., of that city, to handle the advertising, in news-papers and magazines, of its boilers, radiators and accessories.

28 r

he gh p. on



FINANCIAL ADVERTISERS prefer The Oregonian

During the first nine months of 1928, as usual, The Oregonian printed more financial advertising than all other Portland newspapers combined!

FINANCIAL institutions are shrewd buyers of advertising. They demand full value for every advertising dollar. To do this, their messages must reach the better class of people-those who have greater-than-

average buying power. The Oregonian has not only the largest but also the highest quality circulation of any Portland newspaper. It reaches the people who have

money to invest as well

as money to buy everything else they desire. It is distinctly the outstanding Portland medium for those advertisers whose greatest sales are made to the betterincome classes

> That is the chief reason why The Oregonian, as usual, carried 223,510 lines more financial advertising than its nearest competitor during the first nine months of 1928 -107,506 lines more than the other three Portland papers combined!



The Oregonian

The Preferred Newspaper of the Pacific Northwest

Circulation: over 106,000 daily; over 160,000 Sunday

Nationally Represented by VERREE & CONKLIN, INC.

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

11

285 Madison Ave. 333 N. Michigan Ave. 321 Lafayette Blvd.

Monadnock Building

A RECORD OF FIVE

For the past five years, more than half of the subscriptions to BETTER HOMES and GARDENS have been received from families or individuals already subscribers!

Indeed a remarkable achievement in these days of competitive bidding for circulation!

To us, it's a satisfaction to know that BETTER HOMES

Better Homes

Now serving more to

Meredith Publishing Co.

IE YEARS' STANDING

and GARDENS is the kind of magazine that's good enough to recommend to friends and neighbors—good enough to share with others vitally interested in a better home.

To you, it's an invitation to cultivate the friendship and good will of such alert, responsive families.

es and Gardens et n 1,150,000 families Co. Des Moines, Iowa

171 New Plants

More Workers Added to Louisville Payrolls Than to Any City East of the Mississippi

In six years, without the slightest evidence of ephemeral boom, Louisville has shown spectacular growth.

The reasons for this are many.

Louisville is the logical center of distribution to all markets east of the Rockies. Located midway between Boston and Denver, this largest inland city south of the Ohio (Census Bureau reports 329,400, July 1, 1928), is on the very threshold of the rich, growing South. Yet, it is nearer Canada than it is to Memphis.

Also, Louisville has low-priced power; contented labor, 97.3% native born; and fast transportation by rail and river packet. And, further, raw materials of a wide variety are easily and economically available from outlying districts.

Cover this growing, central market completely by concentrating your advertising in—



The Courier-Lournal The Louisville Times

Member of the 100,000 Group of American Cities, Member Audit Bureau of Circulation, Represented Nationally by THE S. C. BECKWITH S P E CIA L AGENCY

Let the Salesmen Underwrite the New Product

They Will Take a Greater Interest in Any Product Which They Have Helped to Develop

By A. H. Deute

"IF you had put that up to me before you got it ready for the market, I could have told you how to pack it, and we wouldn't be hav-

ing this trouble now!"

This was the way the leading salesman of a candy house wrote to his sales manager when the latter asked him why he was not getting any business on a certain

product.

This sales manager had planned a certain package and a certain assortment, prepared it for the market and put it out without talking it over with any of his men. As a matter of fact, the sales manager was perfectly competent to do that. But his men had a good

alibi for not selling it.

"Get your men to underwrite every new article in the line," is the maxim of a man who operates a factory making a line of caps. "My men are mostly commission men," he explained. "They sell other things for other people besides caps for me. However, they do the best work for the line they take the most interest in, so every year I let them help me build the new line. Of course, I do the But when the line is steering. ready and samples are sent out, I can write to practically every man who has to sell the goods and say to him: 'Here is the line. When' you go over the samples, you will note how much I have to thank you for in the way of advice and suggestions. Many of your suggestions, I took 100 per cent. Others I worked in with suggestions some of the other men made. All in all, the new line has been built on the ideas you salesmen suggested. You know what the buyers like to buy and sell. We are not only willing but able to interpret their ideas and your suggestions. Undoubtedly, you will

do very well with this line. It is really a buyers' line-built according to their ideas as passed on by you."

By talking in this way to his men this sales manager is able to pull their interest toward his line. He makes it his business to have at least one idea, if possible, for which he can thank each man. also works that fact overtime when it comes to urging a man to more

One of his letters ran like this:

I can't understand why you have not sold more of the new S-45837. When you wrote me and gave me the idea for that selection of material, I said to myself "That cap is sure to go. When Rose makes a suggestion, he knows what he is talking about." And naturally, coming from you, I figured we could afford to put it in the line in a big way, because the other boys could sell it, too. Now we can't kick on the business we are doing on that number, but you will agree with me that you haven't derived much nourishment out of the commissions on your sales.

And so on, right through the force. Each man can be pushed along on at least a single number. Possibly during the last year he sent in alibis. This year those alibis have been turned into suggestions for the line and the salesman is made to realize that his excuse of last year has produced the seller he wants for this year.

It becomes his move.

It happens, very often, that a salesman can make a great success selling a certain item in the line. He thought of that product. It is, so to speak, his child. He is very enthusiastic about it. He can go from store to store and get orders. He can get the buyer thoroughly interested in the product and teach him how and why to sell it. But as often as not, he is the only man on the sales force who can, of his own volition, go out and do business on that product.

For instance, I know a salesman working for a house putting out a line of small tools. He invented a certain odd style of pliers. The house thought well of it and put is into the line. When it was ready it into the line. When it was ready that salesman went out and made a real success selling it. But the rest of the force took very few orders for the article. To them it was just another number in the line. Here was a fine example of what can be done with an article when a man puts his heart back of it.

In this particular case, the house made this man into a specialty man working on only a few selected numbers, including his pet pliers, and he went out and showed other men how to sell them.

PASSING FAITH ON TO PROSPECTS

For years a salesman covered all the candy factories in the West, selling a line of folding paper cartons. He was an outstanding suc-No other man, selling a similar line, seemed to compare with him in any way. He had a great and abiding faith in folding cartons for all purposes under the sun, and he managed to pass his faith and enthusiasm on to the buyer.

Most of his time, when he was not calling on customers, he spent in thinking up designs and styles of packages for his prospects. When he called on a prospect, he generally came to interest him in a single idea. Later on he might sell him a variety of cartons, but to start with he always had one defi-nite idea. He believed in that idea. He believed it would make money for the customer. And he could pass that belief on to his prospect. "That's the thing," the owner

of a business said to me when we were talking about this salesman. "I surely wish I could have all my men so wrapped up in the line as that man is. I wonder how he manages to do it."

Then we discussed the fact that that man wasn't really selling just cartons-he was selling the buyer a service; he was invariably offering a man a plan to make money.

The carton was incidental.

It brought to mind a conversa-tion among a group of manufac-turers who were talking about this salesman. "You've got a whole loft full of his cartons. Why do you always buy some new ones when you haven't used up the old ones?" one manufacturer asked another.

"I've asked myself the same question," was the reply. "Last time, before he called on me, I promised myself I'd not buy a single carton until I had used up my present supply, and that would take ten years. I was all set for this salesman. When he called, the first thing I told him was that I had made up my mind to buy nothing more from him until the present stock was used up. And I fig-

ured that would take ten years.
"'All right,' he said. 'Can't always sell a man. Sorry to hear you're so loaded up. What's happened to your sales force? Maybe can help you get things started. I hate to see you sitting here with your money tied up in salable merchandise.

"Then he went on to point out sales methods and sales plans and he made it plain to me that my men were at fault and I was at fault. We had gone off on tangents, interesting ourselves in other items, and ceasing to push the sale of fine, profitable staple products which ought to be the backbone of our business. He sat down with me and figured costs and selling prices. He showed me that I was losing money in more ways than one. Then he showed me an idea which he had worked out for me:

"'Now, here is an idea which I think you will agree is a good one. It ought to bring me an order for 3,000,000 cartons and it ought to make you \$10,000 during the coming year. All it means is that your entire sales force will have to sell 100,000 boxes of these goods in a year. You're carrying forty men. That's 2,500 boxes per man per year. And you know that's nothing at all. And you can figure for yourself that that means \$10,000 profit to you."

'And you're going to pass this

An entire floor devoted to the typographic muse; a staff of inky fingered artists who have found type their medium of expression; an ever growing appreciation for beautiful typography. No wonder Bundscho's fame is growing!



J. M. BUNDSCHO, INC.

Advertising Typographers

65 EAST SOUTH WATER STREET

CHICAGO

HERE TYPE CAN SERVE YOU

n

ir

Ь

e

da

in

le le

en th

se in m lil

ch

W

se

pe

ne

pr

ot



"Now, there's a sensible idea—this direct advertising audit that Evans-Winter-Hebb is offering."

"What is the idea?"

"I understand that a direct advertising audit checks up on a company's use of direct advertising and points out the lines of future effort. The complete story is told in a little book which Evans-Winter-Hebb has just put out."

"Have you a copy?"

"I am writing for one today."



EVANS-WINTER-HEBB Inc. Detroit

820 Hancock Avenue West

New York 1950 Graybar Building Chicago 180 North Michigan Avenue

The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis - Plan - Copy - Design - Art - Engraving Letterpress and Offset Printing - Binding - Mailing

nis

is

ap

ut

up-throw away \$10,000. Why? Because you mean to sit there and tell me that your sales force can't sell goods. And still keep that sales force and pay salaries to those men who can't go out and do 2,500 boxes per year per man. No wonder you're sitting here with your warehouse full of my goods. Each one of those numbers I sold you has an idea back of it. But somebody has to use the idea. Profits in business these days are the result of making use of ideas: not just working. Not just getting ideas. But of getting ideas and then putting them to work.'

"The result was that I gave my mental belt an extra jerk. I told myself I'd get busy and see that my men got busy. I'd make that \$10,000. And I took on an order for three million of those cartons."

That is an unusually good example of a salesman getting business because he has ideas mixed in with his merchandise. Of course, in this case, it was not hard for the salesman to be mixed up with the production of his merchandise because each order was made up after the goods were sold. However, it illustrates the point.

You see it demonstrated every day among salesmen who are selling printing. The salesman who calls to see if you don't want to let him quote you a price on 10,000 letterheads can never talk anything except his low price and the fact that his house can deliver letterheads cheap and fast. There is little profit or nourishment in that sort of business and that sort of selling. You hear these men talking about the low price the other man is making and how they would like to be connected with a house which is able to produce economi-They wonder how the other chap does it. They talk about the low overhead of the other concern. when they are talking among themselves, and about the way the competitor is taking one order at a loss to make a big profit on the next one, when they are talking to prospective customers.

But now and then one finds another type of salesman selling printing. One such man called not

long ago on a manufacturer of

"How's business?" he asked.
"Not so good," said the manufacturer. He sensed a sales talk and was bracing himself for it.

"I kind of thought you'd say that," said the salesman. "I realize this is a tough time of year for all you roofing people. Still there is some business to be had, even if there isn't enough to go around. And you've got to pay rent and all that. So you want to get all the business you can.

"You'll be interested in this little plan I've worked out for you."

With that he showed the roofing manufacturer a neat sales campaign. It required a number of booklets and folders and mailing pieces. But it had originality. It was well written and well gotten up. It showed real promise of sales and profits. The manufacturer bought the entire job, not because he was in the market for any printing, but because he was out for business and he wanted to do something to get orders. whole army of salesmen quoting prices could have come before and after him and would have had to report back, "Buyer not interested."

HOW ABOUT OTHER LINES?

Of course, one might argue that all this is an easy matter when a man sells something which is built around his individual ideas. Printing, paper cartons and such things lend themselves to creative thinking by the individual salesman. But how about the man who sells a line which can't be changed over night or made to order?

A Western manufacturer of young men's clothing said to me: "I don't keep my men on the road the year round. Many of them are around the factory several months of the year. I used to figure that they were more bother than they were worth while they were here. But after trying a number of plans for having them keep on the outside, I've decided that it is worth something to have them here part of the time, provided we make use of the time thus spent.

"If our salesmen, while they are

around the factory, can come to feel that they are partly responsible for what is going to be made up, those same men will take a more personal and intelligent interest in selling that number when they are calling on the trade.

"Just let a salesman feel he is partly responsible for a certain item, and unconsciously he becomes a better salesman. He is selling something he is interested in—not

'just another item.'"

Shrewd old Bill Wright, one of the best factory managers I have ever met, used to put in his Saturdays to excellent advantage, gathering salesmen around him. When the men would come into the house of a Saturday, Bill would inveigle them to his office. They enjoyed visiting him because they liked to argue with Bill and tell him how to run the factory and how to make candy.

Bill would carry the conversation along, giving them a chance to say their say and tell him just what to do and how to do it. Outwardly, Bill was all attention and thoughtfulness. But often he would be smiling to himself. He would enjoy, in advance, the subtle

trap he was laying.

A week or two later, Bill would wait for the salesman to appear and repeat the invitation. member when you were here a couple of weeks ago? Well, you gave me one grand idea. I didn't quite see, at the time, how I could do it. But I could see you had a good idea and I've worked it out. It's one fine piece of goods-just about as nice a bar for a nickel as a man could want. And something new. Here it is. Pretty fine, isn't it? Now, if you can just suggest a good, snappy name, we're off. I bet you'll sell a thousand boxes. If the rest of the bunch will do as well, we'll have a winner."

A week or two later, when that salesman would be sending in orders in large quantities and the other men would be urged along to do as well, Bill would come to me and grin and say: "I made that thing twenty years ago when I was working for the Tru Blu. But if I told the boys that was an old

idea twenty years ago, they couldn't sell it today.

"Let them invent it all over again and be responsible for it and they go out and do a land office business. Just let a salesman feel that he invented the thing, and he can sell it!"

One could not accuse Bill of trickery. He was just putting to practical use one of the commonest of psychological truths, namely, that a salesman can do his best work when he feels at least partially responsible for the name or the shape or the size or something about the product which he is asked to sell.

Appoints John D. Hamilton Company

The International Cotton Bulletin, Manchester, Eng., the official organ of the International Federation of Master Cotton Spinners and Manufacturers Association, has appointed the John D. Hamilton Company, Inc., publishers' representative, as its advertising representative in the United States and Canada.

R. E. Schenck with Automatic Merchandising Company

Raymond Evans Schenck has joined the sales promotion department of the Automatic Merchandising Corporation of America, New York. He was formerly manager of the sales promotion department of Barron G. Collier, Inc., and editor of the "Sales Messenger."

New Account for John S. King Agency

The Lion Knitting Mills Company, Cleveland, has appointed The John S. King Company, Inc., advertising ageney of that city, to direct the advertising of the Ace sport cap. Newspapers, business papers and direct mail will be used.

M. B. Bock with Pierce Farm Papers

Milton B. Bock has joined the Chicago office of the Pierce Farm Weeklies. He was formerly with the Western office of the Capper Publications and, at one time, was Western manager of the Stockman Business Farmer Trio.

Joins Hommann & Tarcher

Miss Nell Moran, for the last five years space-buyer and production manager of the Bellamy-Neff Company, New York advertising agency, has been made a space-buyer of Hommann & Tarcher, Inc., advertising agency of that city. 1928

aldn't again they busi-

that

1 of

g to onest nely, best

pare or hing le is

ton

letin.

n of aster urers

entaada.

atic

ined

was omollier,

Mes-

ing

n S. agenertis-

arm

Chileek-Vest-

tions

er five

her,

Records which establish important facts in advertising agency service

The intense sincerity which guides the activities of McJunkin Advertising Company protects its clients from over-promise and under-performance and has built up a record for long average duration of service to its accounts outstanding in the annals of advertising agencies.

McJUNKIN ADVERTISING COMPANY

DOMINANT IDEA ADVERTISING
228 NORTH LA SALLE STREET AT WACKER DRIVE
CHICAGO

Dui

1.3

th

th

READER RED THE ONLY FOR ADVERTISE

IN opening up new markets, manufacturers estimate in probable volume of sales on a per family unit consumption, multiplied by the number of families in the manufacturers estimate in the manufacturers estimate in the manufacturers estimate in the probable volume of sales on a per family unit consumption of the sales vested per unit.

The same line of reasoning would make a manufacture estimate the value of the newspaper circulations he u on the per reader responsiveness of each newspaper.

Reader responsiveness is the only gauge by which ne p paper circulation can be accurately evaluated. Age, set education, environment, size of family, place of habitation financial capacity and susceptibility to advertising appeared the sits influence on the responsiveness of the reader than the susceptibility to advertising appeared to the reader than the susceptibility to advertising appeared to the reader than the susceptibility to advertising appeared to the susceptibility and the s Responsiveness alone, however, is the sole consideration the advertiser, and the responsiveness of any circulation to greater than the aggregate responsiveness of the in vidual units-the readers.

When it is shown that advertisers, local as well as national 0.7 making a higher per reader investment in one circulation

BOSTON HERI

Advertising Representative: GEORGE A. McDEVITT CO. 250 Park Avenue, New York, N.Y. 914 Peoples Gas Building, Chicago, Ill.

REDNSIVENESS YUND BASIS ISG INVESTMENT

imate tir per reader investment in consum other circulation, and where se advertisers are doing so e maring after year, it is conclusive to be dence that the per reader ponsiveness of one circulan is substantially greater unfactum the per reader responsive-

During the year 1927 the remerchants of Boston placed ich net per reader responsiveness Age, the Herald-Traveler defi-Age, the necessary and a second and the per g app der responsiveness of any per large daily circulation in the read, city. eration

ulation .6% higher

er.

the in

ation

than the second daily paper 1.3% higher

than the third daily paper ational 0.7% higher

The per reader responsiveness of each circulation has been so rated by the merchants of Boston, who by this apportionment of their advertising, definitely established the responsiveness of the Herald-Traveler reader as the most profitable advertising investment of any large daily circulation unit in Boston.

The first ten months of 1928 show the advertising lineage of Boston daily newspapers of large circulation divided as follows:

Traveler								10,740,838
Herald						*		9,437,566
Post								8,297,690
Globe								
American	n							4.136,710

than the fourth daily paper (From report of Media Records,

RD-TRAVELER

For six years the Herald-Traveler has been first in National Advertising, in-cluding all financial, automobile and publication advertising among Boston newspapers.



Argentina, since the war, exports more beef, grain and raw material and imports more manufactured products than any country of its size in the world.

Argentina is changing world markets

Within the last 50 years Argentina has advanced to its place among the first ten nations of the world in volume of commercial trade.

The economic strength of Argentina lies in its abundant live stock, raw material and foodstuffs which are now being demanded in steadily increasing quantities by the principal consuming countries of the world. Argentina is also blessed

with excellent transportation facilities, a sound currency and comparatively light taxation which will quicken the inevitable coming trade.

Argentina is an active market for all kinds of manufactured products. The better classes, those with wealth, education and influence are reached directly by LA PRENSA of Buenos Aires—the leading and largest newspaper in South America.

JOSHUA B. POWERS

Exclusive Advertising Representative

14 Cockspur Street London S. W. 1 250 Park Avenue New York City

Hotel China Enters the Kingdom of Color

The Onondaga Pottery Company Is Using Color Advertising in Hotel and Restaurant Magazines for Its China Which Is in Keeping with the Modern Mode

By Robert H. Zerfing

Of the Onondaga Pottery Company

TYLE or design has always S been an important element in selling china to institutions. The growing appreciation of style and decoration on the part of the public and the present so-called wave of color are, of course, conditions which fit very nicely into a business such as ours, and we have capitalized them in our present advertising campaign.

1928

ue

Hotel men, of course, have been abreast of the changes as they affect the decorations and equipment of their hotels. Our modern hotels are more beautiful in many respects than the gorgeous pre-war palaces of kings. Color is playing an important part in this transformation. The newest hotels are colorful as well as modern.

Yet in many instances one important thing is being neglectedthe china. Hotels and restaurants that are modernizing their other furnishings are sometimes content with old, out-moded china.

It was with this situation in mind that we prepared our two-page, four-color Syracuse china campaign in hotel and restaurant publications.

The first advertisement, which appeared in September, pointed out that the modern hotel man should pay just as much attention to the design of his china as he does to draperies and other equipment of his hotel. The color and style appeal were made specific on the first page of the insert. The second page told an institutional story; something about the past achievements of our company in its field. The closing paragraph read:

Now the Onondaga Pottery Company pioneers again in presenting the first hotel china in a true old ivory tone! Old Ivory Syracuse is a new, beautiful

china that is not only practical, not only economical, but entirely in keep-ing with the new ideas in hotel decor-

Succeeding advertisements dwell on the same style and color appeal, each one telling our institutional story. All are illustrated with individual china pieces, with white and ivory plates to show the difference in shade between the old and the new, and with an up-to-date table set with the new Syracuse china patterns.

We merchandised this introductory color campaign in line with our distribution set-up, which is as

follows:

We have about 300 dealershotel supply houses, retail china stores that also have hotel china and hotel equipment departments, and some department stores which cater to hotel equipment business. In a few large cities we have more than one dealer, but in most cities Syracuse china is an exclusive proposition.

We sell through these dealers entirely-no sales being made This means that a comparatively small sales force can adequately cover the United States, salesman carrying six or seven good sized sample trunks.

Our dealers keep in touch with their local institutional projects, which include hotels, restaurants. clubs, tea rooms, lodges, churches and hospitals. There also exists, always, the possibility of an institution of this type, now using some other china, considering a better grade-which would make it a prospect for us. There also is a constant replacement business.

The diversity of our institutional business-from small tea rooms to mammoth hotels-is very great, a tea room installation often being

as small as \$100 while in some large hotels an installation may run as high as \$30,000, with most of the large china installations being special order propositions for the handling of which we have a staff of artists who make original sketches.

Many propositions, however, can be closed by our local dealers who carry stocks of certain stock patterns in the lower price category. When some big deal comes along which requires a large array of samples and special attention, our salesman goes to that city with sample trunks and works with our dealer to land the business.

The first step, then, in merchandising this introductory advertising campaign on Old Ivory Syracuse China was to send to all dealers copies of the campaign advertisements with an offer to supply additional proofs for mailing to their prospects.

The second move was to send to a selected group of 1,200 hotels a copy of our advertising together with a sample plate in the Old Ivory China decorated in a new and colorful pattern. The envelope bearing the advertisement carried a sticker saying, "An important announcement concerning Old Ivory Syracuse China for . . . from Onondaga Pottery Co."

The enclosed reprint of our advertisement was accompanied by a message to the hotel man printed—to tie-up with the color idea—on ivory tinted paper. It read:

You probably will see the enclosed two-page advertisement in one or more of the magazines that come to your desk regularly. But we want to be sure that it is brought to your attention. To us it is a very important announcement, and we feel that it will be interesting to many hotel executives.

ment, and we feel that it will be interesting to many hotel executives.

We are sending Sample Plates in Old Ivory Syracuse China to a selected group of key hotels throughout the country. Many of these hotels now use Syracuse China but we also want them to be familiar with this new and progressive step in the hotel china industry. A sample plate is being sent to you

under separate cover.

If you could find it convenient, we would appreciate an acknowledgment of its receipt with any comments you may wish to make. We would especially like to know what you think of ivory toned china for hotel use and your ideas concerning the increasing importance of better design, brighter colors

and more homefike surroundings in hotel dining rooms.

The package carrying the sample plate to the hotel man said: "Old Ivory Syracuse China, Special Sample for . . . from Onondaga Pottery Co." This tied-in closely with the message that the hotel man had received with our reprint.

Naturally no quick results could be expected from a campaign of this kind, inasmuch as a hotel manager does not decide to buy an equipment of china on the spur of the moment—at least he does not place the order immediately upon making such a decision. But we feel that this advertising of ours in the modern manner and our promotional follow-up will bring returns for several years to come.

As a matter of fact, the sale of Syracuse China to one quite large new hotel in the Middle West has been directly traceable to the campaign and the samples we sent out.

Life Insurance Sales Increase

New paid-for life insurance sales during October, this year, were \$965,493,000, against \$921,836,000 for October last year, an increase of 4.7 per cent. For the ten-month period, the total new business of all classes was \$10,024,\$73,000 this year, against \$9,306,981,000, for the corresponding period of last year, an increase of 7.6 per cent. These figures, from a report of the Association of Life Insurance Presidents, aggregate the new business records, exclusive of revivals, increases and dividend additions, of forty-four member companies, which have \$2 per cent of the total volume of life insurance outstanding in all United States legal reserve companies.

New Account for J. H. Cross Agency

Mollie Mayers, Inc., New York, manufacturer of "Luckee Girl" foundation garments and corsets, has placed its advertising account with the J. H. Cross Company, advertising agency, Philadelphia and New York, Magazines, rotogravure advertising in metropolitan newspapers, and business papers are being used.

J. K. Wood Joins "Pictorial Review Quarterly"

J. Kennedy Wood, formerly business manager of The Boys' Outsider, New York, and at one time with the Dry Goods Economist, at that city, has joined the advertising sales staff of the Pictorial Review Quarterly.

n

dal

ly el t.

of nm

ot

re

rs

of

t.

st or sioo he ns, fe

W

n-

S

ARGENTINA DOES NOT PRESENT AN ADVERTISING PROBLEM

A NACION of Buenos Aires, is the logical advertising medium in Argentina, because it thoroughly dominates beyond question of doubt the rich market which it serves. The class of readers of La Nacion of Buenos Aires, are known to strike a higher average than perhaps those of any other daily in Argentina. This accounts for the appearance of certain advertisements exclusively in La Nacion and is also the reason why this great newspaper leads in all classifications of display advertising.

LA NACION of Buenos Aires is the preferred medium of some of the leading advertisers in Argentina.

Editorial and General Offices in the United States:

W. W. DAVIES

Correspondent and General Representative 383 Madison Ave., New York United States Advertising Representatives:

S. S. KOPPE & CO., Inc.

Times Building New York Telephone: Bryant 6900

Extraordinary Pulling Power-Superior Coverage-Prestige

LA NACION

of Buenos Aires

The day after election the circulation of the New York Herald Tribune was—

504,103

HIS is by far the largest of any weekday issue in Herald Tribune history. It reflects, of course, increased circulation due to the intense interest manifested in the presidential campaign. But it is a stirring sign of progress. Herald Tribune circulation has been mounting rapidly—and solidly. Thousands of people, attracted perhaps, by the political campaign to try the Herald Tribune in preference to their former morning newspaper, discovered that they like it. They found in addition to

a comprehensive presentation of both domestic and foreign news, a complete record of the important activities in commerce, finance, sports, theatre, art and literature spread temptingly before them. They found it easy to feel "at home" in the Herald Tribune.

That is why many of these new readers continue to buy the Herald Tribune regularly now that the excitement of election is over.

October Circulation

Average net paid Herald Tribune Circulation

WEEKDAY

October, 1928 . 337,556 October, 1927 . 310,005

Gain . 27,551

SUNDAY

October, 1928 . 427,340

October, 1927 . 394,111

Gain . 33,729

Herald Tribune

SAN FRANCISCO Verree & Conklin 681 Market Street

DETROIT Woodward & Kelly Fine Arts Building NEW YORK 225 West 40th St.

CHICAGO Woodward & Kelly 360 N. Michigan Avenue BOSTON Carroll Judson Swan 931 Park Square Bldg.

PHILADELPHIA Kelly-Smith Company Atlantic Building



W/HAT student doesn't want a typewriter with which to prepare his daily lessons? While in high school and college young men are a huge market for many different products. Their purchases are made with knowledge and with a discrimination that classifies them quality buyers.

To the advertiser BOYS' LIFE offers a means of reaching this quality group. Readers of this magazine are the up and coming young men forming the Scout Movement in all parts of our country. Advertising to them is advertising to an alert, shrewd, receptive audience.



BOYS'&LIFE

Boston

New York Chicago

Los Angeles

and Her gro trat or I layo mea tion

> A quit

W

new for com mus left rule whe age, at s neve near rule

hold 0 the any flexi hori syste dom and posit then must com conti noth It

is th have say 1 to h of e most

idea.

The Eye-Appeal of Compositions Based on the Circle

When Illustration Forms and Copy Mortises Are Drawn with a Compass, the Advertisement Will Almost Inevitably Have Vigorous Display Attributes

By W. Livingston Larned

THE circular composition will never outlive its display vigor and its practical layout usefulness. Here is one form which will not grow old in the eyes of the public. When a type mortise or an illus-

tration employs circles or parts of circles as the layout theme, a large measure of visual attraction is inevitably assured.

Analysis of this is quite simple, of course. The average magazine or newspaper page is made up of straight lines and formally ruled directive composition trends. Type in the reading sections must be set primly from Column left to right. rules are straight. Even when, in this modernistic age, type blocks are tilted at sharp angles, they are nevertheless square or nearly so. The same ruled rigidity of form holds forth.

Over 70 per cent of the aggregate display on any page is rather inflexible and angular and horizontal. There are systems of straight lines, dominant in text set-up and in illustrative composition. It is but natural, then, that circular forms

n

must appear conspicuous in such company. The eternal rule of contrast is always at work and nothing can materially change it.

It is all based on the "target" idea. A bull's-eye, it is claimed, is the eye's best form of lure. I have heard a famous marksman say that it is easiest to aim at and to hit a center circle of a series of ever-widening circles, than almost any other device. Those cir-

cles seem to create a form of visual concentration which is fascinating.

Therefore every composition which is formed of circular lines is almost certain to invite the eye to the middle of that series of cir-



THE WHITE CIRCLE OF TEXT ATTRACTS ONE'S EYES FIRST IN SPITE OF THE SIZE AND UNUSUALNESS OF THE ILLUSTRATION

cles. It is the inevitable "target" idea, all over again, and employed commercially in advertising display.

An advertiser of fountain pens had an interesting experience not long ago. Several color pages were prepared, and the artist just happened to place the illustrative portion in circles, at the butts of pens. But that was not where attention should have been concentration.

trated. The points of the pen were the most natural objective. It was a mere accident of composition. And it was necessary to throw away these sets of full-color plates, in order to arrive at the best use of the space.

It was no mere accident that fashioned clocks and watches in

ricular form. These circles make it easier for the eye to follow the hands and the numerals. A manufacturer of wrist watches tells me that those models which are octagon or square in shape are less popular than the old-style circular watches. The eye rebels, and expresses its old-fashioned preference.

Here is an interesting experi-The ment: latest Graybar radio compositions are formed of circles, in the modernistic manner. the radiating circles widen, they are made to contain all kinds of pictorial themes. And very middle circle. small as to size, contains no more than a flash of light. Notwithstanding the profligacy of subject matter in the larger areas of these com-

to that tiny gleam of light.

Observe the imposing illustrations used for General automobile
tires. They are packed with scenic
material and figures, but are so
drawn that a most unique technique
brings the tires into the forefront
of your attention. The tires may
be the least part of an elaborate
figure study, but because they are
circular in shape, they attract the
eye first, always.

A circular form always "gets

your attention." In the serialized Edison Mazda series, a small lamp throws out formal, straight rays of light. And within these rays are the most elaborate of figure studies. But you see first the globe because it is circular. It is a natural eye-target.

There appeared, not long since,

a two-column display in magazines for a pipe concern. At the top was a very small circle containing an illustration. At the bottom there was a square mortise, the full width of the space with a much more interesting picture. Despite the disparity of relative sizes, it was the circle which first caught your eye.

The familiar Sunbrite Cleanser can bears a label of an illustrative character. But the half-circle of the rising sun is the objective of your gaze, and you finally get around to other pictorial factors in the design.

These instances are given because they so definitely establish the circle as an eye-target. And it is always and invariably true. Every artist is familiar with the fact.

necessarily be in the form of perfect circles. Flowing lines which have a circular sweep are quite equally effective in this

regard.

regard.

A radio engineer said to me recently: "We have tried out seven different forms for loud-speakers. Some of them are quite artistic and effective, but we, in the laboratory, know perfectly well that the old, circle loud-speaker is psychologically best in the long run. The eye is in partnership with the ear.



Security

Even though your property is stolen you will not lose if you have protected it adequately with the proper type of Ætna Burglary Insurance.

The Alina Life Inscensor Company • Yie dina County and Survey Company • The Asimoshite Inscensor Company The Standard Five Inscensor Company • of Horoford, Comellest, order positivally every farm of Inscensor and Building Protection.

ÆTNA-IZE

areas of these compositions, the eye in- THE CIRCLE AS AN EXPLANMENT IN INITIAL WITH THE CIRCLE AS AN EXPLANMENT IN INITIAL WITH THE FAMILY AND IN EVERY MEDIUM IN CONTOURS need not necessarily be in the

Peo focu you agai A pun moo the the

No

One they the time set and stuc As it w by jori that ural

put can for rette func circ the is a of b can com

com

sens

I

prac

men new cle i deno may neve the catcle cont

cula for expl son pers trac The corn exar ing neve

line

1028

ized

amp

rays

gure

lobe

s a

nce,

dis-

ines

ern.

s a

tra-

tom

are

ull ace

ore ure.

rity

it

ich

our

un-

can

an

ter.

is

ally

her

ces

ely

cle

zet.

and

ie.

fa-

act.

not

the

ing

eep

his

re-

ren

rs.

tic

ra-

he

10-

he

ar.

People seem to concentrate as they focus on that dark disc." There-you have the principle expressed again, in a different way.

A designer of gasoline service pumps had a number of wood models made of possible devices, the top portions of each to carry the name of the trade-marked fuel. One of these was a circle. Then

they were tried out on the public, One at a time, the models were set up in a public place, and the passing crowds studied as to reactions. As commonplace as it was, the circle won by a very liberal majority, again proving that the circle is a natural target for the human eye.

If you will notice, practically everything put out by The American Tobacco Company, for Lucky Strike cigarettes, is based on the fundamental of that circle which appears on the package itself. It is a businesslike disc of brilliant red and you can see it in mixed company, over all other competitors in a display

When an advertisement is prepared for newspaper use, the circle is very much in evidence. Type or pictures

may intrude upon it, but it is there, nevertheless, always dominant as the composition idea which first catches your eye, because it runs contrary to surrounding material.

Consider, for a moment, the circular or oval form as a mortise for the illustration. For some inexplicable reason, or rather, a reason not sensed by the average person, a square shape is more distracting than an oval or a circle. The eye seems to run to the four corners of a square mortise, for example. But the circle is a soothing influence all the while. It never interferes. That sweeping line which encloses the composi-

tion is never an interrupting layout plan. On the contrary, the circle is absolutely non-committal. The eye flows from every part of it to the illustration within.

How easy it is to test these elements out for yourself. Clip any large illustration from any advertisement and, with duplicates, first surround it by a circle, and then



The highest house the prophe of this hereign regulation on earther on they make our lays burn huntered on the care Nagh "He" "they think it's great. They have given in their pand againsts." This cere is the Markey, minosphore

Palis our in the blanksp, triansplant sweeze of the year-with same Nash same wild in the conveils since its interdescrien than in any similar postual of Rash bitsory. All become other new case do not

into al water Comparison pure.

It beyond all questions.

This is the size with the own Pools families, high comparation, miles for food contravelles facut power plans.

The "ME" is the content streeting our distention can industry over him produced. It is the content adding-with, happy defends short absolute as constaint openinesses, and now other aperagamidestunity designed for each analot, led above all, the new and exhaulting note of viyle originated by the constraint white leads make to for elementation wherever you drive it.

edictivation wherever you drive it.

Conf. works everywhere the class good tenter which exceed it.

The origin to North is uniformed by the contents for good Rails. It has some



NASH USES ONE LARGE INCOMPLETE CIRCLE TO HOLD THE LAYOUT TOGETHER AND KEEP THE READER'S EYES FROM WANDERING

> by a square frame. You will be compelled to admit that the circular form is usually the more inviting. There is less visual resistance. Concentration is much easier.

> Here is a page magazine advertisement for shoe eyelets. Ninety per cent of the total space is occupied by an illustration of a shoe against a gray background. It is a ruggedly strong illustration and might well be expected to attract the attention of any normal pair of eyes before the copy was noted. This copy, however, is enclosed in a small white circle, at the top, against the gray background. It

is a mere "spot" in the composition. Nevertheless that circle with its type catches your gaze first of all. The large shoe comes second-

For Nelson Bohnalite pistons there appeared, not long ago, a composition made up of a dominant motor car, shooting upward through type and headlines, and

through type and headlines, and was accompanied by numerous interrupting copy blocks. Color was in the car and in the name plate at the bottom. So far as anyone could judge, the most inconspicuous part of the advertisement was a tiny golf ball, shot into space, to join in with the idea of "Away in a flash." But the fact remains that the eye speedily went to that circle first.

In a somewhat similar manner, there was included in a magazine page, a tiny circle which was a microscopic enlargement of a razor blade. There were three sizable pictures of the human-interest variety on this page and many bold headlines, but the wee circle "got you" first.

To what greater extent, therefore, will a composition based on a very large circle catch the eye? It is a "trick" which all visualizers know by heart.

It was found by one advertiser of clothing that his one-inch circular trade-mark did irreparable damage to the very much more important style figures in each layout, and it was necessary for him to enclose this circle in a square frame to remedy the fault.

Many interesting variants can be arrived at with the circle as a starting point. There is the familiar thought of the small picture in a central circle, while several ever widening outer circles merely add to the visual attraction and concentration.

Then there is the scheme of splashing half circles into a given space, and placing type or text

within that form. Any circular line, however employed, can be made to lead the eye to a headline or a picture or to a block of text

Often you can take a square photograph and cut it in circular form, and it will be many times more interesting than if placed in an advertisement as it was in the original.



A VACATION tour planned for real enjoyment. Days of real rest or seeful recreation at sea and visits at seven alluring foreign ports, including two days at the Panama Canal and trips to the Capitals of Gustemala and El Salvador. Stop-over in Havana Eastbound.

Luxurious, specially built steamers for trop ic service. All outside rooms, Simmon beds, no berthe. Music. Swimming Posi Excellent ineals.

CIRCLE TOURS

Circle tours from your home town at main line points and back in either direction. Including meals and bed on stemer—frest clam, and first class railroad transportation. Liberal stop-over privilegaes on return rail trip. Frequent unlings from New York and "Spanish Americas"

PANAMA CANAL

\$380ap WATER

Write for Further Information and Booklet X to

PANAMA MAIL S. S. CO.

NEW YORK—10 Hanover 8q.

LOS ANGELES—548 S. Spring St. SAN FRANCISCO—I Plan III.

HAVANA—Teodoro Rossevelt 8 (Taqua).

AN EXAMPLE OF HOW THE CIRCLE IDEA CAN BE ADOPTED TO A SMALL-SPACE NEWSPAPER ADVERTISE-

The circle does the unexpected. It violates the time-honored idea of straight lines, straight typography, squared pictures. As a consequence, your eye turns to it quite instinctively.

When in doubt as to how to fashion your layout, include a circle. It may be the mere expedient of taking a compass and drawing a line around a photograph. Or it may be the same compass forming a mortise for type. The result is the same—an eye-catcher.

New Account for Picard-Sohn The advertising account of the Sylyana Products Company, Emporium, Pa., Sylvania radio tubes, is now with Picard-Sohn, Inc., New York advertising agency.

CHAIN STORE AGR General Merchandise La CHAIN STORE Administration Edition CHAIN STORE AGE Ornegist Edition CHAIN STORE 4 YEARS OF LEADERSHIP Covering the entire CHAIN STORE FIELD CHAIN STORE AGE 93 Worth St., New York

mes in the

928

be line ext.

ER IL

ne ise-

ite

to irent ing Or mre-

hn Sylim, with tis-



The BOONE MAN is a Good Scout

AND we mean that both ways. He's an interesting man to talk with and he does his "good deed" every day.

The BOONE MAN knows, for example, that a certain product is the leader in a market but he knows also, that this leadership may be due to advertising, to price or to discounts. And he can advise you what to do to reach a competitive position in the market.

New York Evening Journal Chicago Evening American Washington Times Albany Times-Union Baltimore News Wisconsin News

Six of the 28

HEARST NEWSPAPERS

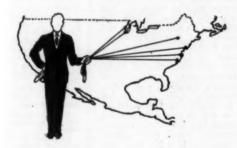
Read by more than twenty million people

Members of International News Service and Universal Service
Members of Audit Bureau of Circulations

Sometimes he points out the advisability of altering a list, on another occasion he will quote from his past experience and save his listener time and money.

But these all come under the category of "good deeds" and a day never passes that he doesn't tie another knot in his lanyard of service.

The BOONE MAN represents six newspapers in six major markets and he's a good scout.



RODNEY E. BOONE

General Manager, National Advertising

9 East 40th Street

New York City

CHICAGO Hearst Bldg. BOSTON 5 Winthrop Square DETROIT
Book Tower Bidg.
ROCHESTER, N. Y.
Temple Bidg.

th

SU

ba

de

k

115

th

w

in

fe

u

SE

is

bi

0

th

th

W

51

th

ai

pi

ne ba

to

0

18

CORRECTION

In this space recently we announced the increase of The Financial World advertising rates from 80 cents a line transient to \$1.00, effective January 1, 1929. We also stated that old contracts would be renewed to the end of 1929 and new contracts accepted up to that time at the current rate.

Since the announcement appeared, however, we have found it necessary to restrict that period.

Present Contracts will be renewed for one year on the following basis: Advertisers will be granted the benefit of current rate card No. 6 for the first six months after expiration of contract, and for the remaining six months will be protected at the new rates as per Rate Card No. 7. Orders for renewal must be in our office by December 31, 1928.

New Contracts will be accepted for one year on the same basis as above—the first six months at the current 80 cent rate and the remaining six months at the new \$1.00 rate—provided first insertion appears in The Financial World not later than December 26 1028

than December 26, 1928.

With a net paid circulation of 60,000—and growing every week—among bankers, brokers, financiers, high executives of railroads, public utilities and practically every important industrial organization, as well as successful business and professional men and women generally, The Financial World offers advertisers an exceptionally good buy, particularly at this time, before the new rates go into effect.

Send for sample copy and rate cards



10 Points of Advantage

Quality Circulation with Huge Buying Power.

Profound Reader Interest and Confidence.

10,000 Requests for Investment Guidance Every Month.

Comparatively High Price of \$10.00 per Year.

High Percentage (74.93%) of Subscription Renewals. 1,000% Gain in Circulation in Four

Years.
50% More Coverage without
Additional Cost.

Proved Responsiveness to Advertising.

Consistent Renewal of Advertising Contracts.

Visibility of Every Advertisement.

FINANCIALWORLD

America's Investment and Business Weekly

LOUIS GUENTHER, Publisher
53 PARK PLACE, NEW YORK, N. Y.

\$10.00 a year

Established 1902

Member A. B. C.

How We Tested a Window Display

This Company Got 181 of Its Dealers to Tell How They Used Its Display Pieces and How Much Extra Business Resulted

By Roger A. Poor

Advertising Manager, Hygrade Lamp Co.

HERE are times in the life of THERE are times in the little asks man-who-pays-the-bills some very pertinent and often embarrassing questions about the window displays of which Mr. Advertising Manager is so proud.

"How do you know they are used?"

"How long are they kept in the

window?"

"How do you know they bring in business in sufficient volume to pay for the money you spend for them?"

If you are fortunate enough to use an installation service the answer is probably ready; but if, as in our own case, you depend entirely the dealer to display the pretty cards on which you have spent so much thought and time and money, very

probably you will be forced to answer as I have often answered, "I feel sure that they are used. I know that they bring in business," without being able base your answer on any of those definite figures so rightfully and annoyingly demanded by most men who sign the checks.

This year we had a pretty good window display, so I determined to try to secure an answer to some of these questions, not only to satisfy the powers above, but also to get some information on which to base plans for future displays.

Accordingly, a double postal card

was prepared, the original stating that the window display had been sent on a certain day and the reply providing two spaces in which the dealer was asked to write the number of days the display remained in his window and the increase in

sales it brought. There was also a line for sugges-

tions.

Before the cards were printed the copy was submit-ted to C. C. Agate, at that time executive secretary of the Window Display Advertising Association and now assistant director in charge of dealer relations of the Association of National Adver-tisers, and to his kindly criticisms I owe several changes in the original

draft. These cards were mailed to the dealers two or three

days after the displays were sent out. And here it should be stated that our displays are not sent to all of our dealers at a certain time of the year, but are shipped when they are asked for-and only when they are asked for. The greatest demand, however, comes in September and October, when the lighting season begins and the new display is released.

No installation service is used, nor is any special inducement given the dealer to put in a window. We rely entirely on the excellence of the display and the enterprise of the individual dealer to obtain

Most advertisers are able to test the effectiveness of their newspaper and periodical advertising, but few of them know if their window displays are popular with dealers and consumers. Can you answer the following three questions regarding window displays which the author propounds?

1. How do you know they are used?

2. How long are they kept

in the window?

3. How do you know they bring in sufficient volume to pay for the money you spend for them?

Mr. Poor found the answers by asking the men who receive the displaysthe dealers.

our share of his window space.

During September and October approximately 1,700 window displays were shipped on request and during the same period 181 cards were returned, a little over 10 per cent, which is probably a fair showing if the disinclination of the average dealer to answer mail of any sort is taken into consideration.

Now if Professor Daniel Starch and his disciples are correct, what the writers of these 181 cards told us is a fair index of what the other

1,500 think and do.

Here are the answers which the cards gave to the embarrassing questions which the big boss asked; and it seems to me that they are satisfactory answers:

1. "How do you know they are

used?"

We have concrete evidence, of course, from only about 10 per cent of the men to who n the displays were sent. But on the basis of these answers I feel that we are correct in assuming that at least a majority of the displays were in the windows or will be before the first of the year.

2. "How long are they kept in

the windows?"

This question was answered by 143 of the 181 who returned the cards.

Forty said one week. Three said eight days.

Twenty-four said ten days. Fifty-seven said two weeks. Seven said three weeks.

Nine said one month.

One said one week and more each month.

And two said: Continuous all

winter.

As the generally accepted life of a window display is one week, it is interesting to note that out of a total of 143 more than 100 dealers kept the display in their windows for a longer period and some

much longer.
3. "How do you know they bring

in business?"

The result of window displays kept before the public this length of time should be a generous increase in sales. But in this case, unfortunately, the answers weren't

quite as satisfactory as the answers to the length of time of the installation. Many didn't reply to the question and some confessed that they keep no record of their cales

Nevertheless, there were fifty-three definite statements, given either in percentages or in dollars. These increases varied from 5 per cent to "at least 300 per cent," and from \$1.35 to \$100 with such comments as "very much," "good increase," "several dollars," and "substantial," all on an article that retails at from 20 to 32 cents in the sizes commonly sold, with the most popular size 20 cents.

As the window display is, after all, only a suggestion to purchase, and much depends on store arrangement, satisfactory stocks and the courtesy and selling ability of the clerks, I think we can safely say that the answers to these questions prove that a good window display will bring in more business and more than justify its cost.

ADDED COMMENTS

In addition to these main questions, some interesting comments were made. Several dealers told us that they would use the display again. Others wanted more displays and several others told us that they were still using last year's display in their store.

This last statement confirms a belief that I have held for some time; that the life of a display which the dealer likes is more than one showing and often more than one season. Indeed, it is not an uncommon occurrence for us to receive photographs showing in one window cards which were sent out one, two and even three years before.

to

The direct benefit to us of the postals has been this: We know that our displays are being used; that a majority of them are in the window for more than a week; that there was an increase in sales in a large number of cases; that our dealers appreciate our displays and want more of them, and that the displays have been good enough to be considered worth keeping and using for a long time.

ers in-

to sed neir

ty-

per and om-

in-

and

hat

the

ter

ise.

ar-

and

of ely

es-

OW

ess

es-

nts old

lay

is-

us

T'S

me

lay

an

an

an

re-

out

ITS

he ow d; he k;

les nat is-

nd

th ne.

A Segregated Market for Advertisers of Fine Quality Products

THE very nature of the editorial content of The Magazine of Wall Street automatically eliminates any waste circulation for the advertiser whose principal concern is to place his message before people of known buying power.

The one national medium in the field today which specializes in providing authentic information on this vital subject of creating tomorrow's income out of today's earnings, its whole appeal is directed at that specific stratum of the national market which has buying power in excess of living needs and the ambition to increase that buying power through judicious investment.

This income-building editorial "slant" provides a back-ground for the advertising of products designed for those above the hand-to-mouth-living class which no other single medium offers. It definitely segregates those who can buy from those who can not—and directs every dollar's worth of your advertising expenditure at prospects who have the "wherewithal" if you can supply the "what."

The expenditure of many an appropriation, especially where the product's cost naturally limits its sales opportunities to people of means, might well begin with this one medium in which the cost of reaching 84,000 subscribers of known buying power is only \$650 per page!

C. G. WYCKOFF, Publisher

MAGAZINE WALLSTREET

42 Broadway, New York
[Member of Audit Bureau Circulations]

"The Voice of Authority in the Industry that is Fundamental to ALL Industry"

To the Methodical Go the Spoils .

EASTON, PA.

Editor of PRINTERS' INE:

Once more I am knocking at your

Once more I am knocking at your door for some assistance.

In revising the section of my "Advertising Handbook" entitled "Managing an Advertising Department," or "How a Modern Advertising Department is Operated," I want to incorporate all the new material that I can find that would prove helpful to the advertising practitioner and student.

Can you give me references to any articles that have appeared in PRINTERS!

INK that might be helpful to me in preparing my new treatise on this

preparing my new treatise on this

subject?

S. ROLAND HALL.

THE fact that Mr. Hall is anxious to have the subject of organization thoroughly covered in up-to-date fashion in his book is evidence that he appreciates the great and growing importance of this point in the conduct of advertising.

The fact that PRINTERS' INK is also, and long has been, equally well aware of this same fact, is evidenced by the sizable list of articles bearing upon the subject of the management of an advertising department, which already has been sent to Mr. Hall, and which is available to anyone else interested in this problem.

Just why adequate organization of the advertising job has lagged behind the adequate organization of other jobs not a bit more important-and has lagged farther behind than its own importance to advertising justifies-is a rather interesting problem in itself.

G. C. Miller, president of the Dodge Manufacturing Corporation, in an address before the National Industrial Advertisers' Association in St. Louis, had some things to say that reflect light upon the subject from the business executive's angle.

"When I first went into business," said Mr. Miller, "the advertising man was a cross between an artist and a writer. He was a 'phrase slinger.' He was tempera-mental and he was cranky. But that is changing. I believe today advertising is something important. more than copy and art work and layout. In fact, I think that those qualities today are minor. Expression is valuable, but facts are indisputable.

I think that the advertising man of today should be the economist. the sales strategist, the man of

bald values."

It seems to come to this: That the man with a natural bent toward organization, the methodical man who likes to plan orderly, efficient ways of doing things, and then to direct them according to plan, never used to find himself attracted toward advertising. was apt to go into engineering of the general production type.

Conversely, the man who hates order and system and method (and who, incidentally, is having harder and harder time of it year by year as the world grows, in spite of him, more orderly), finding them present even to excess in productive activities, sought refuge from them in the seemingly freer field of advertising. And, once entrenched there, he has consciously or sub-consciously been fighting their invasion ever since. is a losing battle.

Emerson once stated that the world belongs to the energetic; but it looks more and more to us as though it belongs to the methodical.-[Ed. PRINTERS' INK.

C. G. Mortimer, Jr., with Postum Company

Charles G. Mortimer, Jr., has joined the advertising department of the Postum Company, Inc., New York. Until recently he was with George Batten Company, Inc., now part of Batten, Barton, Durstine & Osborn, Inc., He was at one time with the Davis Baking Powder Company. In his new position Mr. Mortimer will have charge of the advertising of Sanka Decafeinated Coffee and Hellmann's Blue Ribbon Mayonnaise. Ribbon Mayonnaise.

G. E. Willis Heads Pierce-Arrow Sales

George E. Willis, for two years managing director of the Studebaker Corporation of Australasia, Ltd., has been appointed vice-president in charge of sales of the Pierce-Arrow Motor Car Company, Buffalo, N. Y.

1028

ant.

res-

nan

nist.

hat

toical effi-

to at-He of

tes

ear

in ng

roge "Where performance is keyed to meet your need!"

Matrices of Quality

You can depend on Century Mats to faithfully carry through to the reader's eye every detail of the perfection of your original plates—for Century Mats are of one quality only—the best.

And Century Day and Night Service in the production of perfectly made stereos and mats, at air mail speed, assures meeting your most complicated schedules on time.

Quotations cheerfully furnished.

Phone WABash 8840 all departments

CENTURY Electrotype Company

MATRICES - STEREOTYPES ELECTROTYPES - LEAD MOLDS NICKELTYPES

547 South Clark Street, Chicago, Illinois

Reach the readits real farm pape_

THE bulk of the nation's big farming is done in Wisconsin, Illinois, Minnesota, North Dakota, South Dakota, Nebraska, Iowa, Kansas, Missouri, Colorado, Oklahoma, Arkansas and Texas. Out in this great Midwest, where agriculture prospers and the buying power is high—Capper's Farmer is read and heeded.

And with good reason.

Because Capper's Farmer is a real farm paper. It deals with every day problems of the farm and the farm household—planting, poultry and livestock, selection, and use of machinery, equipment for the home, training and care of children. And it copes with these farm problems thoroughly, practically—with vision and imagination.

The editors of Capper's Farmer are men and women of real experience in Midwestern farm life, supplemented by scientific training. Many of the special articles in Capper's Farmer are written by actual "dirt farmers"—out of their own trials and triumphs.

Sell this territory thru

Capper's

PUBLISHED IN TOPEKA, KANSAS, HTI

1028

06

e in ota, uri, i in and ead

It

the

ck.

the

pes

nen

le-

ial

ual hs.

y-

eaarm market through





And every one of the thousands and thousands of farm-readers of Capper's Farmer knows that his inquiries will receive prompt attention from the various service departments of Capper's Farmer.

And these readers are from Midwestern farm households, which buy not only washing machines, vacuum cleaners and

dairy equipment, but also automobiles, radios, phonographs, cosmetics, silk hosiery—and canned foods.

In brief—the Midwest farmer and his family are among the best prospects for almost every high grade product. Reach them through the paper they read and remember—Capper's Farmer.

M. L. CROWTHER
Advertising Manager
Graybar Building
New York City

tarmer

THUR CAPPER :: CIRCULATION 846,617



Service to Production

INDUSTRIAL ENGINEERING

104 Ave at 369 St New York, N.Y. Ten different plants may have ten different titles for the men or staff responsible for the mechanical, electrical and plant upkeep services,—But the job in all cases

S.P

Service-to-Production.

How We Adapt Our Advertising to Each New Specialty

A Constant Flow of New Items Made It Necessary for This Company to Work Out an Extremely Flexible Advertising Plan

By J. C. Keran

Advertising Manager, Harvey Hubbell, Inc.

M ANUFACTURERS who produce large quantities of specialty items, like ourselves, have among their major problems the task of effectively tying-up production and advertising. This is due chiefly to the fact that most plants are not geared to take care of any and all unusual demands made on

their specialty production and therefore cannot lay out an effective program aimed to concentrate advertising where it will do most good. Sometimes this lack of proper timing between production and advertising is due only to lack of planning however.

For the last two years we have been making our advertising progressively effective, through a program so constructed that it can be applied to any specialty that comes along (our line today is made up of approximately 3,000 items), and it can be used to reach jobbers, contractors, builders, architects and dealers with a maximum of return for money spent

Our plan has its basis in a factory condition which permits us to take on any specific requirement. This elasticity, which allows us to take quick care of any new condition in any of our fields, is due to in-

creases in machinery types and the adaptation of new principles. I need not touch here on this versatility of manufacture other than to emphasize that where many companies can gear their production of standard lines to varying trade needs, we are able in a comparable manner to gear our production of electrical specialties to varying demands.

This versatility has been acquired comparatively recently, and with it has grown our advertising and sales promotion plan which backs production to an extent hitherto possible only in staple lines. In



Plates to exactly match the walls or woodwork

Even patential planter familias and the grain of wood or marble one be faithfully simulated in these Habbid Screwless Plates of Rabilia.

of Bushine.

A CW often the approximent of a room is matted by a minch or could place that though commercial the first place of the state of the sta

hilly engaged to family prime that will mently parmily any empire of finish agrams, meaned fishinton Pain, Inng, come, blue, grams, meaned fishinton error, medits, pants, verselysers, Carlon and Themorthus error for a few of the energy finishins in thirth Habited Phone on medit.

It is worth entire, was, due Bindeld Phase has a pathody transland "their four" makes. They know to contact Parties Internal to property to the contact Parties Internal to property to their translands of an Aller and their translands of their Aller A. A. Bellems No. 2012 contains complete contact to the contact parties of their translands are up the contact parties of their translands are up the contact parties of their translands.

HARVEY HUBBELL, Incorporated

HUBBELL Screwless Plates

TOTAL TOTAL

SANTE.



ONE SALES POINT IS PEATURED IN THE HEADLINE OF RACH ADVERTISEMENT AND THE OTHERS TOUCHED ON IN THE TEXT

the main the plan consists of four parts.

The first involves the sending of samples and letters to our salesmen to keep them abreast of factory activities. The importance of disseminating this information becomes apparent when you consider

that within the last year our president, Harvey Hubbell, Jr., has invented and put into production about sixty-five of his own ideas, many of them labor-saving devices on our own machines. This sending out of news takes on further importance when you also realize that such industries as the radio and automotive are constantly demanding new electric equipment to keep them fully modernized. Our salesmen must keep in constant touch with such details.

Second comes a complete advertising and merchandising campaign to the trade, part of which I shall go into shortly.

Third, and very important in our minds because we feel it largely concentrates our general advertising, is a direct-mail-campaign which goes semi-monthly to jobbers, dealers, builders and architects.

Fourth is the follow-up work of our salesmen. This involves letters from the home office with duplicates of mail material sent to the salesmen's territories along with specific inquiries from each area. It further involves the turning over to each man of return cards and coupons from direct-mail letters and keyed advertisements, these leads being followed through by him to a definite yes-no conclusion. In one section we have had 100 per cent orders from this follow-through.

A recent campaign on Hubbell screwless plates illustrates how we follow out our plan with any one specialty. Although most of our plans start at the first of the year, because screwless plates were a very recent addition to our line and offered unusual possibilities for sales, we began their campaign about February of this year, getting into full swing in April and May.

I need not go into the detail of our first step, that of sending letters and samples to salesmen. But I shall touch on the second step to show how we strive to concentrate the effect of our periodical advertising by making a progressively strong appeal to the market we wish to reach. Let me limit it, for purposes of illustration, to one series which ran in three publications reaching architects and build-

Several years ago Mr. Hubbell conceived the idea for an electric switch plate which would fit flat against the home wall. Experiments followed which resulted in the development of a Bakelite plate of highest possible insulation, which could be attached without any disfiguring screws, which could be placed in position after all painting and papering had been done, and which could be made in colors to harmonize with the individual room's decorative scheme.

The three features of this new specialty as we saw them were: 1. Perfect insulating surface.

 Greater utility.
 Unusual ability to lend itself to artistic design.

Having simplified the manufacturing problem, we went ahead to advertise the new screwless plates so as to bring out these three features and to build up their sales appeal progressively.

ONE POINT FEATURED AT A TIME

In the first advertisement the headings and illustration featured our first point while copy brought in the others. The succeeding two advertisements of the series then played up point number two in headlines and illustrations, and then in copy we dwelt on all three featured points.

Point number three, in our plan of making advertising tell a story progressively, was brought out next by a colorful green illustration with a headline: "Plates to exactly match the walls or woodwork." The copy played up this feature but ended by touching on the insulation and greater utility features also.

In this way, from month to month we continued our story, bringing out separate features separately, yet concentrating them all in each advertisement. We are concentrating on one device in this particular series instead of including allied switches, which you naturally might expect to be played up along with plates, because each

028

one

ica-

ild-

bell

tric

flat

eri-

in

late

ion.

out

uld

int-

one,

ors

lual

iew

re:

self

ac-

to

tes

ea-

les

E

the

ed

ght

WO

nen

in

en

a-

an

TY

ut

3-

to

d-

115

on

ty

to

y,

111

n-

is

d-

t-

ed

h

.

screwless plate advertisement carries in it the idea of a switch or receptacle to go with the plate. This plate is interchangeable with the majority of switches but carries its own line of switches and receptacles that, with one exception, cannot be interchanged with Therefore we are other makes. bound to get business in switches and receptacles as a result of concentrating on the plate itself.

In a similar manner we are telling our various specialty stories through six to ten periodicals aimed to back a merchandising plan that architects, electric conreaches tractors, builders, and dealers, with an educational idea presented in

progressive stages. The third part of our general plan-direct-mail work - springs naturally from this periodical advertising. We take reprints of our advertisements and with these and an accompanying letter, tell our story twice a month to jobbers, dealers and preferred salesmen. Simply, we repeat our advertising story so strongly to our customers that they easily associate our reprints with the advertising they see We have in their business papers. verified the effect of this concentration through our salesmen. The momentum of such a concentrated

tie-up is astonishing. The letters we use with our reprints are, I think, unusual in that they incorporate an idea I developed a short time ago. Written on regular letter-size paper, they lead off with an interesting bit of news or comment that runs down a narrow center section of the sheet. Each side of this panel is cut, and through the flap so formed are inserted several advertisement reprints. In this way the reprints are firmly fastened to the letter, yet can be withdrawn easily whenever the recipient is ready to study them. Meanwhile they do not become mislaid. The comment that runs down the flap leads interestingly into a longer paragraph or two touching on the sales point we are emphasizing at the time. The letter is signed by H. W. Bliven, our sales manager.

Because each of these letters car-

ries several reprints from various types of publication, when they go to the jobber they serve to build good-will while tying in specific advertising. For example, the first narrow panel text in one letter reads:

-somebody's getting it— Of the \$7,500,000,000 market for 1928, residences and dwellings repre-sent 64%.

Every residence needs wiring ma-

Many of these residences will be equipped 100% Hubbell.

THE QUESTION IS—

"Are you getting your share of this business?"

This is followed below by:

Look these reprints over. They are building up Hubbell pres-tige day by day which spells greater profit if you are in a position to give your customers Hubbell service. What may we do further to assist

Among the reprints found under the flap of this letter is one of a coming advertisement on "Plates that match the finish of the walls! Women appreciate this feature in the homes you build." From this reprint the jobber learns what we are doing actively to further screwless plate sales to builders in his territory and he also becomes intimately acquainted with the advertising behind several products.

Other letters touch on a single item only. Still another letter plays up simplification qualities in the Hubbell line, and so on over a list of sales points, each letter with its reprints to impress what the company is doing in advertis-

Again, this direct-mail effort leads directly into the fourth part of our general plan-follow-up work by salesmen.

First of all, salesmen are notified about each reprint mailing to their territory, the actual jobber, contractor or dealer letter being sent the salesmen with a typed slip giving date of posting. This keeps our men in touch with exactly what goes on and gives them something with which to open their sales talk when they make a call.

Second, with each letter to the

trade there goes a return postcard. This serves three purposes. 1. It checks up the recipient's address when returned to our mailing department. 2. It usually brings a call for one or more of our many catalogs, which then goes out from our catalog department. 3. This same card then is sent to the salesman in the district from which it came and becomes an entree card that enables him to tie-up his visit to something tangible in which the jobber, dealer, architect or builder already has expressed a distinct interest.

Third, our salesmen are sent out to follow all leads which come to us through the return coupons included in all other special trade mailing pieces. Our men are in-structed to get a definite yes or no reaction to whatever has been asked for through such coupons, a procedure which has been productive of from 50 to 75 per cent actual orders from original coupons all over the country. If this seems abnormally high, consider then returns from our concentration plan in the Pittsburgh and Philadelphia territory where our salesman has taken orders from every dealer, architect and jobber who has returned a coupon to our main office-100 per cent.

Too, when we recently sent out special catalog on screwless plates with a letter and return card, more than 2,900 cards, cost-ing the sender 2 cents postage, came back out of 7,000 mailed to the trade. And returns from the coupons in our magazine advertising also are exceptionally good. Yet our campaign is comparatively young. The same concentrated advertising and sales promotion policy which has been adapted to screwless plates has been worked out on industrial devices and heavy equipment as well.

Due in the main, as I see it, to an elastic manufacturing ability in specialty lines, on which is raised a preconceived advertising campaign whose elements are progressive-from dissemination of information for salesmen, to general advertising, to direct mail, to ultimate carried-through, follow-up

work by salesmen on live prospects who have expressed themselves through the mail as open to do business with our company. All of these progressive elements in the plan for each Hubbell specialty being closely concentrated on essentials to achieve a single purpose-greater sales of our entire line.

Permission Is Granted WILLIAMS & MARCUS Co. PHILADELPHIA, Nov. 12, 1928.

PHILABELPHIA, Nov. 12, 1928. Editor of PRINTERS' INK:

I would like your permission to reprint Mr. Wilson's article in your issue of November 8, entitled "One Hundred Checking Points for Salesmen."

My thought is that these one hundred points, printed singly, on mailing cards, and mailed one by one to our force of salesmen or to any group of salesmen would be very effective, more so perhaps than asking them to digest the entire one hundred points at one time.

Will you kindly advise whether or not we may reprint them in this way, of course with the understanding that due credit will be given to your publication?

lication?

WILLIAMS & MARCUS Co., R. S. BAILEY, Manager, Direct Mail Dept.

A. M. McLeran Joins Weston Hill

Allan McLane McLeran, formerly an account executive with the Frank Presbrey Company, Inc., New York advertising agency, has joined the staff of Weston Hill, advertising agency, also of New York, as vice-president and account executive.

W. T. Long with "The American Legion Monthly"

W. T. Long formerly with The Fair-child Publications, New York, is now with the Eastern advertising staff of The American Legion Monthly, with headquarters at New York.

Appoints Krichbaum-Liggett

Agency The U. S. Steel Grave Vault Com-pany, Gallou, Ohio, has appointed the Krichbaum-Liggett Company, Cleveland advertising agency, to direct its adver-tising accounts. Business papers and direct mail will be used.

Appoints Lord & Thomas and Logan

The Pilot-Ray Corporation, Los Angeles, manufacturer of a new automatic safety lamp for automobiles, has appointed the Los Angeles office of Lord & Thomas and Logan to direct its advertision accounts. vertising account.

Syracuse is no Problem!

Better reception in the radio field than ever before further substantiates the supremacy of the SYRACUSE JOURNAL.

For the first ten months of 1928, the Journal ran more national radio lineage than any other Syracuse newspaper.

To cover Syracuse, use

THE SYRACUSE JOURNAL

Member Audit Bureau of Circulations

Member International News Service

Member Universal Service

One of the 28 HEARST NEWSPAPERS read by more than twenty million people

National Representatives:

E. M. BURKE & ASSOCIATES, INC.

420 Lexington Avenue
New York City

5 Winthrop Square Boston, Mass.

General Meters Bldg. Detroit, Mich.

203 North Wabash Ave. Chicage, Ill.

CONGER & MOODY

Hearst Bldg. San Francisco, Calif.

117 West Ninth St. Los Angeles, Calif.



All in alty es-

028 '08-

resue red

red ds, of nen erthe ne. or ay, hat ub-

an eserof lso nd

pt.

erow of ith

mthe nd ernd

ntic iprd d-



PHILADELPHIA

THERE must be something unusual, som thing remarkably vital, in a trade publication

Which grew from scratch to an average a paid (A.B.C.) of 21,348 in four years-Whid did so in the face of the strongest kind of lon established competition in a highly competiti field-Which, by doing so, developed t largest circulation of any magazine in its fi -Which has 70% of its circulation in the retail trade-Which with this portion of i circulation alone-with one hand tied behit its back, so to speak-has a larger retail distr bution than the total net paid of any other magazine in its field - Which averages most three readers per copy in the reti field-Which reaches into 3,536 towns an cities all over the country-Which has a new stand sale averaging 890 copies per issue-Which holds its leadership without premium lati combination offers, reductions, rebates or or prices of any kind under any circumstances.

The FAIRCHIL

CHICAGO WASHINGTON BOSTON

PHILADELPHIA ROCHESTER

WOMEN'S WEAR DAILY The Retailer's Newspaper 30,194 net paid (ABC)

FAIRCHILD'S INTERNATIONAL MAGAZINE (PARIS)

An International Textile and Style
Monthly-8,000 distribution

WOMEN'S WEAR MAGAZINE
The Authority on Feminine Styles
21,348 net paid (ABC)

MAN—and his clothes—LONDON

British and Continental Style News

10,000—over 8,000 net paid distribution

PARIS

ETHI

PRINGS FROM VITAL SOUDCE

That publication is Women's Wear Maga-ial, some ge. Its commanding position is not an acci-blication at. There are real reasons for its sound success.

For one thing, Women's Wear Magazine is rought of the unequalled Fairchild news and torial organization and thus commands the doflow vices of hundreds of specialized fashion and mpetitis rchandising reporters in a network flung oped that across the face of the globe.

The second of the globe is a time with an editorial integrity which all the blications, for its readers, first, last and all of time with an editorial integrity which all the influence in the world can't shake—Again, is edited and written with the merchandising eds of the merchant directly in view, and it mishes a livelier, more complete, more vital vice to its readers than any other publications and all the readers in its field.

was an And lastly, it delivers its sound, fully paid s a new culation to its advertisers at the lowest rate issue r page per thousand of any magazine in its emium id, bar none. And this applies either to cirs or calations taken as a whole or to circulations in e retail field. ances.

LIDO LONDON

ICATIO

ST 13th STREET, NEW YORK, N. Y.

ST. LOUIS

LPHIA

ZINE

Styles

NDON

News

stribut

LOS ANGELES

PARIS

LONDON

DAILY NEWS RECORD Textile-Apparel News and Ideas 13,234 net paid (ABC)

MEN'S WEAR The Men's Style Authority 14,381 net paid (ABC)

BERLIN **FAIRCHILD BULLETINS** LONDON - PARIS

FAIRCHILD TRADE DIRECTORIES of the Textile-Apparel Field

FAIRCHILD TEXTILE-APPAREL **ANALYSIS**

Another Can't-Be-Trade-Marked Product Is Tagged

This Time It Is Coal Which Is Made to Carry a Legible Mark on Individual Lumps

T HERE have been a number of products which seemed to present insurmountable obstacles when it came to trade-marking them. One by one these can't-be-trade-marked items have succumbed

to persistency and ingenuity. Perhaps the star example is the walnut. For years the California Walnut Growers Association tried to get a machine which would successfully mark each walnut, and although for a long time it appeared as though a solution had been reached, success always remained just out of grasping reach. Today, however, walnuts are individually stamped right on the shell.

Coal is another product that has caused no end of trade-marking difficulties. Of course, the output of certain mines has been trademarked by such plans as scattering colored discs among the coal. However, the aim all along has been to stamp

a mark directly on each lump and it seemed to many as though the mechanical difficulties to be overcome made the achievement well nigh impossible.

But now the Colorado Fuel and Iron Company has perfected a branding process which individually brands about one-half of the number of lumps in every ton. It is pointed out that branding every lump is almost a physical impossibility because the coal has to be branded as it comes along the chute from the tipple and is constantly in motion. Also, the varying sizes and contours of the individual lumps add to the difficulties.

This plan was worked out after

an immense amount of experimentation. The company had trademarked its coals for a number of years prior to adopting this branding process, by using paper labels. on its lump coals. These were



THE BRANDED LUMP OF COAL SHOWN IN THIS ADVER-TISEMENT GIVES AN IDEA OF HOW THE DIAVOLO TRADE-MARK IS USED.

found unsatisfactory because the label being put on with wet glue, the paper was softened and consequently was easily torn or entirely destroyed by being wiped off against other lumps. There was no assurance that the label would reach the consumer. Under the new plan, the trade-mark is painted directly on the coal lumps.

Inasmuch as the coal is in motion when the trade-mark is applied, it was necessary to find a paint which would dry quickly, so that the brand mark would reach the consumer in a legible condition. A paint mixture was therefore perfected which dries in about nine seconds, or between the time the coal is branded on the chute and

on

en-

de-

of

nd-

els.

ere

ne

e, 1-1-

d

el

T is

ŝ. n a 0 h

e

the time it drops into the car. The branding is done by men

who have been thoroughly trained in the method of application. The number of men required for the work varies according to the tonnage coming from the mine. However, the work is done with surprising speed and accuracy because of the special equipment used for The Colorado Fuel this purpose. and Iron Company is seeking patents on the method of application.

The company informs PRINTERS' INK that during the experimental period, and later in volume, coal was branded at the mines and shipped during snow storms, still it arrived at its destination with the brand bright and clear. The plan has been in operation for more than a year and the company feels it has proved highly success-The cost per ton has been moderate and it has been found a real help in advertising the out-The put of the company's mines. accompanying reproduction of one of the current advertisements shows what the Colorado Fuel and Iron coal trade-mark looks like.

Copy is now appearing in a list of newspapers and farm papers. The campaign was released September 15 and the advertising will run until March 5, 1929. The appropriation is understood to be the largest coal advertising budget released by a Western operator. The copy features the fact that a generous number of lumps in each ton have the trade-mark stamped on

Made Associate Editor of "The Magazine of Business"

Arthur R. MacDonald has been appointed associate editor of The Magazine of Business, published by the A. W. Shaw Division of the McGraw-Hill Publishing Company, Inc. He was formerly a member of the Lamport-MacDonald Company, advertising agency of South Bend, Ind. Three years ago, he joined the A. W. Shaw Company as editorial director of The Magazine of Business. Two years later, he was made director of development of that company.

was made director of development of that company.

Next to Edward J. Mehren, vicepresident in charge of McGraw-Hill interests in Chicago and editor of The
Magasine of Business, Mr. MacDonald
is the ranking member of the editorial
staff of that paper.

Government to Study Electrical Goods Distribution Costs

HE Department of Commerce The Department at the request of the National Electrical Wholesalers' Association it has decided to undertake a survey of distribution costs in the merchandising of electrical goods. electrical wholesalers asked the Department of Commerce to do this as a result of similar surveys which the Department made covering the wholesale hardware and grocery industries.

The study will be conducted in a jobbing house of average size, Southern city. located in a Among the matters to be investigated are such things as the proper allocation of costs and the elimination of wasteful processes. It is also proposed to look into the costs of handling consignment goods and the nature and effi-ciency of the various forms of In brief, it retail outlets. hoped to secure factual informa-tion that will bring into clear focus practically every phase of the electrical wholesaler's distributive problems.

Another Timely Slogan

N. W. AVER & SON PHILADELPHIA, PA. Editor of PRINTERS' INK:

In the November 8th issue of PRINTERS INK, you have listed several slogans that have to do with clocks and watches. You may wish to add a phrase now being used by our client, the New Haven Clock Company:

"The Minutes Stand Approved."
N. W. Ayra & Son.

G. M. Murray with Doyle, Kitchen & McCormick

George M. Murray, formerly with the Frank Presbrey Company, Inc., New York advertising agency, as a copy writer, has joined Doyle, Kitchen & McCormick, Inc., advertising agency, also of New York, as an account execu-

Patterson-Andress Agency Liquidating

The Patterson-Andress Company, Inc., New York advertising agency, is now being liquidated.

NATIONAL FARM LIFE, MORE THAN A MILLION CIRCULATION. RATE PER LINE \$6,00

Select





Farm

123





YOU can now buy Farm Life's circulation in any one or more of the country's four natural distribution districts. And you can buy it more economically than you can buy the same sectional circulation in any other farm publication or combination. The folder "Campaigning on a Sectional Basis" will give you more information.

FARM LIFE SPENCER, IND.
T. W. LeQuatte, Publisher

New York 50 East 42nd St. 35 E. Wacker Drive



O, Judge Taft, We Need You in Advertising

Someone to Say That Copy Writers Must Curb Wordiness

By Louis Brewer

AS reported in the daily press, Chief Justice Taft, of the United States Supreme Court, found it necessary to return the briefs submitted by the attorneys for the City of New York and for the Interborough Rapid Transit Company because the briefs were not brief enough. The learned judge failed to state what particular form of wordiness the attorneys were guilty of, i. e., pleonasm, tautology, circumlocution, prolixity or plain everyday verbosity. most of my readers know, these are convenient rather than absolute distinctions.

Pleonasm means the presence of single words that are unnecessary to either the meaning or the structure of the sentence.

Tautology is unnecessary repetition of the thought in slightly dif-

ferent words.

Prolixity means spinning it out. It means telling it all. And, as the French say, the secret of being

tedious is to tell it all.

Circumlocution is a roundabout way of putting something that should be briefly expressed. Here is an example from a newspaper: "Though there are hundreds of persons who try to see if they are able to live by the histrionic profession, there are not more than a few who win an income of such adequate size that it permits those who win it to lay by from their labors for repairs." This simply means, "Though hundreds of persons try to live by play-acting, few earn enough to enable them to lay by for repairs!"

It is dangerous to generalize on the subject of fullness and brevity. In any composition, the number of words may be too many for the purpose, or too few for the pur-pose, or just right for the purpose. Everything depends on the purpose. A paragraph may be so wordy that it is worthless. It may be so condensed that it is dense.

Some persons tend to brevity. They are naturally laconic. all admire the man of few words, if he is a man of action. silent Grant, the silent Stonewall Jackson, the silent Coolidge are splendid figures. They make the youth want to hold his tongue and grow up to be a man of deeds Nevertheless, General Grant would hardly have made a good salesman. Stonewall's taciturnity was a handicap in some ways, for nobody knew his plans, and man is mortal.

Brevity is a great virtue in writing advertisements, yet it may be over-estimated. Sometimes there must be skillful repetition as the reader's mind must be permitted to eddy around the subject. Under no circumstances should we make a fetish of brevity. We all meet fussy people who ask you to sitno more, no less; to say sit down is to be wordy. Must one never say "great big dog" because great equals big? It is the mark of a man's overflowing vitality and sheer joy in emphasis to say great big dog.

However, the following tences culled from various publications ought to prove that there is a shortage of blue pencils in some advertising departments.

"This car will maintain a good speed on dirt roads where the mud is so deep that other cars cannot

travel there.

"This binder will admit of the

sheets being straightened."
"Included in this book we give you all that we know about the art, the actual inside secrets of writing letters that win." (Sic.)

"We are pleased to state that there is not a day goes by that we do not get one or more inquiries from our advertisement in your paper.

may

rity. We

rds,

The

wall

are

the and eds

ould

nan. ndiiew ritbe ere the to der e a neet itrun

ver reat

f a and

eat encais

me

bod nud

not

the

ive

the

of

at

we

es

air

"There are scores of windows in every part of the factory."

"It is a building of some twenty

stories in height.

Cub copy writers always demand more space than they need to dever a message. They say they can't boil down their stuff, and We need a man often they can't. like Judge Taft to tell them that they must.

Dropping the Pilots Overboard

NEW YORK CITY, NOVEMBER 22, 1928

NEW YORK CITY, NOVEMBER 22, 1928
Editor of PRINTERS INK:

The writer who has been a subscriber to both of your publications and a loyal reader for many years does hereby suggest that you be presented with a crown of gold for the courageous article on page 161 of the November 22 issue. This was on the subject of "the finder's commission" or gold diggers looking for something to agitate or merge to their own ultimate advantage. All over the country owners of meritorious enterprises are being either tickled or disturbed by letters emanating from mysterious sources offering them a price to go out of business. Staffs at wholesale who built up a lifetime enterprise are thus being financially decapitated and thrown on the uncertain seas of the business world to seek a livelihood, whence they may. It seems that there is no law or rule to prevent such practices but thank heavens there is such an honorable organization as yours that can throw the white-light of publicity on them.

It would be a veritable calamity in the business and advertising world if your two publications got into the hands of the stock-mongers who would issue a large and juicy melon for themselves and thandsome income for themselves besides.

HE point which our correspon-I dent (who requests anonymity) brings out and which was not touched upon in our original article is the disastrous effect which a merger may have upon the em-ployees of the merged company. Often it happens, as we happen to know from evidence in our hands, that the first step of the new owners of a merged business is to cut the payroll drastically. Old-timers who have helped to build the business and have worked up to high salaries are often dropped summarily or their compensation cut drastically. Sometimes, this policy means merely the lopping off of dead

wood. In other cases, it results in losing the valuable services of captains who know the business from end to end and who are needed if the merged corporation is to maintain its previous record of earn-

Then, from time to time, one hears of mergers which have not worked out according to prospectuses issued to investors. While original owners may have stepped out of the picture with "all cash," our correspondent's point as to what will become of loyal employees, as well as loyal dealers, seems to us to be well taken .- [Ed. PRINTERS' INK.

Simmons-Boardman Buys "American Builder"

"American Builder"

The Simmons-Boardman Publishing Company, New York, has purchased the American Builder, Cheago. Publication will be continued at Chicago.

The American Builder was started in 1905 by William A. Radford, who becomes president of the American Builder Publishing Corporation, a new Illinois corporation owned by the Simmons-Boardman company. Colonel Edward A. Simmons, president of Simmons-Boardman, is chairman of the board of the new corporation, other officers of which are: Henry Lee, treasurer; Rolland D. Radford, secretary; and William A. Radford, Jr., assistant to the chairman. Mr. Lee is also vice-president and treasurer of the Simmons-Boardman company. man company.

N. A. Crawford to Join "The Household Magazine"

Nelson Antrim Crawford, effective January 1, 1929, will become editor inchief of The Household Magazine, Topeka, Kans. He was, until 1925, head of the Department of Industrial Journalism at the Kansas State Agricultural College and, previously, had been engaged in editorial work with The Kansas Industrialist, The Kansas Industrialist, The Kansas Churchman The Midland and The Journalism Bulletin.

Mrs. 1da Migliario continues as editor of The Household Magazine.

Appoints Samuel C. Croot

Agency
The Central Savings Bank, New
York, has appointed the Samuel C.
Croot Company, Inc., New York advertising agency, to direct its advertising account. Newspapers are being used.

Appoints Indianapolis Agency The Turner Glass Company, Terre Haute, Ind., has appointed The Homer McKee Company, Inc., Indianapolis advertising agency, as advertising counsel.

NELSON ANTRIM CRAWFORD

Becomes Editor-in-Chief of

THE HOUSEHOLD MAGAZINE

REALIZING our added responsibilities due to the large number of new national advertisers using our columns, and because such growth necessitates the enlarging and the strengthening of the editorial department, The HOUSEHOLD MAGAZINE announces, beginning January 1st, 1929, Mr. Nelson Antrim Crawford will be Editorin-Chief.

Mr. Crawford has had an unusually active career as an editor, teacher and author.

Born in Miller, South Dakota, in 1888, he received his B. A. at the University of Iowa in 1910 and his M. A. in the University of Kansas in 1914.

After a few years' practical experience on daily newspapers, he was until 1925 head of the Department of Industrial Journalism at the Kansas State Agricultural College.

Besides teaching, Mr. Crawford has done extensive editorial work on such magazines as The Kansas Industrialist, The Kansas Churchman, The Midland and The Journalism Bulletin.

He is the author of "The Ethics of Journalism," joint author of "Agricultural Journalism," and last year published "A Man of Learning."

Articles by him have appeared in the American Mercury, The Dial, Poetry and other magazines. He has written one book of poems, "The Carrying of the Ghost," and has compiled a number of anthologies.

He has published occasional short stories. "Frock Coats," the only story of his appearing last year, was placed by Edward J. O'Brien, the short story anthologist, on his Roll of Honor for 1927.

Since 1925 he has been Director of Information in the United States Department of Agriculture at Washington.

He brings to The HOUSEHOLD MAGAZINE as editor-in-chief a first-hand knowledge of town America, plus a very complete and well rounded literary background. Both of these qualifications he will utilize to make The HOUSEHOLD MAGAZINE editorially even better and stronger than it is today.

Mrs. Ida Migliario, who for the past few years has so ably edited The HOUSEHOLD MAGAZINE, still remains as editor.

Her intimate knowledge of the town women throughout the country—her close contact with women's clubs and other town organizations are invaluable aids.

With Mr. Crawford and Mrs. Migliario, The HOUSEHOLD MAGAZINE believes it can offer to its subscribers and to its advertisers an editorial program and an editorial content that will compare favorably with any magazine published in the United States.

Having made a most remarkable record in having received better than two letters from subscribers in response to every line of editorial material run for 1928, we are looking forward to even better and bigger things in 1929.

THOUSEHOLD MAGAZINE

"The Magazine of Main Street"

CHICAGO: 203 North Wabash Avenue NEW YORK: 420 Lexington Avenue SAN FRANCISCO: 201 Sharon Building

ARTHUR CAPPER, Publisher

Sales Problems of the South Discussed

A NOTHER indication of the awakening of territorial consciousness in the matter of futhering distribution of products of a large section of the country is the meeting at Atlanta, last week, of 282 Southern business executives. This meeting closely followed that of the New England Council which discussed ways and means of advertising and promoting the resources and industries of the Northeastern States.

The meeting at Atlanta marked the first annual Southern Manufacturers' Sales Conference, held for the purpose of stimulating the sales of products made in the South. It was sponsored by the following:

Atlanta Merchants and Manufacturers Association; Cotton Manufacturers Association of Georgia; Georgia Manufacturers Association; Southern Clay Products Association; Southern Furniture Manufacturers Association; Southern Southern Sash, Door and Millwork Manufacturers Association and the Metropolitan Life Insurance Company.

Interchange of ideas and analysis of present-day merchandising problems dominated the discussions. Lamartine G. Hardman, Governor of Georgia, in his address of welcome, emphasized the benefits that may be anticipated from a united effort on the part of representatives of the industrial South to stimulate more progressive merchandising policies and to cultivate consumer preference for products of the Southland.

"We have expanded our manufacturing processes so much that we are not always able to sell at a profit," said Governor Hardman. "There is a tendency to curtail production to sustain price levels. It appeals to me that research and analysis of style and the discovery of new uses and better distribution policies is the more satisfactory way."

Failure to take full advantage of new trends in style and distribution, in the opinion of Hugh A. Murrill, Jr., editor of the Southern Furniture Journal, is most responsible for holding back the South from occupying a more important position in the furniture market. On the basis of manufacturing methods, he said the South can compete with any other section.

"We have a strong tendency to try to sell on a price basis," stated Mr. Murrill, referring to another handicap. "Price never sold anything, least of all is it selling anything today. The most artistic effort must be expended even on cheaper products. Furniture, or anything else, can be sold by finding out what to make that is reasonably in keeping with the style trend."

Reference to the style factor and its importance in creating and holding markets was frequently made by speakers from other industries, particularly by representatives of the cotton textile industry. Close attention to style developments, in the opinion of George S. Harris, president of the Exposition Cotton Mills, Atlanta, will enable Southern mills to profit by a swing in the fashion for women's clothes which, he stated, indicates that more styled cotton dresses will be worn during the next two years than ever have been in the past. Selling methods which were satisfactory before 1921 must changed. Distribution points are needed in the South, he stated, and should not be limited to the New York market.

ti

d

h

re

B

0

as

in

pl

in

Lo

Lo

The benefits of co-operative advertising were reviewed in a description of the experiments of the Southern Pine Association, New Orleans, by John H. Carter, merchandising counsellor. Cason J. Calloway, president, Hillside Cotton Mills, urged that the textile industry take steps to bring to the textile industry similar benefits.

"Not the least of the problems of manufacturers today is to determine the needs and wants of the people," said Preston S. Arkwright, president of the Georgia Power Company and chairman of the conference committee. "The time is past when manufacturers can depend on old-fashioned sales methods. In highly competitive

business little has been done to exchange our ideas on sales methods. Sales problems are similar in all manufacturing industries. We are here to exchange ideas and, we hope, lay the foundation for the mutual benefit of all Southern industry."

At the close of the conference, approval was given to the recommendation that the conference committee appoint a permanent committee to work with the A. French Textile School of the Georgia School of Technology in the dissemination of definite sales and distribution information.

How Fertilizer Industry Invests in Advertising

The fertilizer industry, according to reports from 178 concerns, will expend \$1,439,049 for advertising during the present fiscal year. This figure compares with \$1,377,506 which was expended the previous year and represents an increase of 4.47 per cent.

These data summarize an advertising survey of the industry conducted by a special committee on advertising whose report was presented at a recent meeting of the National Fertilizer Association, held at Washington, D. C. The report was presented by Harry C. Butcher, managing editor of The Fertilizer Review.

The report covers the activities of 178 companies, including both members and non-members of the association, who market approximately 85 per cent of the tonnage annually sold. Mr. Butcher explained that the survey does not include the advertising expendi-

e

V

e

e

e afess

tures of companies whose business is principally to import or produce fertilizer materials. A break-down into classes of mediums of the amounts expended during the last year and the appropriations estimated for the present fiscal year, is tabulated below.

"During our recent series of trade practice conferences held in . six cities and attended by most of the industry's executives," said Mr. Butcher, "the point was made by E. St. Elmo Lewis, merchandising counsel, that apparently this industry is concentrating its advertising in the months when the farmer is actually buying his fertilizer. A check-up of the lineage figures of fertilizer advertising in forty-two leading farm papers shows this to be true. The lineage figures show the general offensive during the spring months, the sum-mer slump and the fall revival. While no data are available that show when direct-mail campaigns are most vigorously waged, it is fair to assume that they go handin-hand with the farm-paper advertising. Consequently the farmer is bombarded for a short period, then, as far as advertising is concerned, he is practically forgotten."

It was pointed out that buyers make up their minds several months in advance of actual purchasing requirements, a circumstance which recommends greater uniformity of advertising throughout the year if the industry is to benefit from the advantages of keeping its products consistently in the mind of its prospects.

Death of Thomas A. Devilbiss

Thomas A. Devilbiss, president of The Devilbiss Company, Toledo, Devilbiss paint and medical sprayers, died at that city recently. He was fifty years

Mediums I	ast Fiscal Year	Per Cent	Present Fiscal Year	Per Cent
Farm Papers	\$245,672	17.8	\$267,203	18.6
Trade Papers	41,970	3.05	43,342	3.01
Local Dailies	80,053	5.8	58,115	4.
Local Weeklies	75,394	5.5	54,837	3.8
Direct Mail	778,029	56.5	856,847	59.5
Outdoor	65,655	4.8	62,528	4.3
Radio	242	02	242	.02
Administrative	material and		REPRESENTATION OF THE PROPERTY.	1111111111
and other expenses	90,491	6.6	95,935	6.7
Total	\$1,377,506	100.	\$1,439,049	100.

THE

JOHN H. DUNHAM COMPANY

AND

H. E. LESAN ADVERTISING AGENCY

OF ILLINOIS

FORM NEW COMPANY

New organization, to be known as

THE DUNHAM-LESAN COMPANY

forms important unit in national organization

HE combining of personnel and advertising accounts of these two agencies on December 1st, will make an important addition to the group of larger agencies in the Middle West. Each in its field has established a fine reputation: The Dunham Company in the serving of such accounts as Balkite Radio, Society Brand Clothes, Oh Henry!, National Confectioners' Association, etc., and the Lesan Agency in the serving of Union Pacific R. R., Hollow Building Tile Association, Chicago & Northwestern Railway, Chicago Great Western R. R., etc.

No changes will be made in the personnel of either organization. The offices will be located on the 17th Floor of the Tribune Tower.

Operating officers of the new Company will be: John H. Dunham, President; G. E. Ingham, Executive Vice-President; H. R. Van Gunten, Vice-President. The directors: H. E. Lesan, Chairman of the Board, K. L. Hamman [of San Francisco], John H. Dunham, Geo. E. Ingham and H. R. Van Gunten.

Practically every advertising agency today, with a national outlook,

is concerned with the problem of adequate local service to march with the far-flung distribution of modern business.

This problem is a pressing one because in many instances the sales plan, conceived and elaborated in the home office, is held subject to variation to meet local situations. Thus a sales plan worked out in New York may be fundamentally sound and yet in need of minor, but vitally important modifications when it comes to operating in Portland.

Sales executives, in the organizations of manufacturers and advertising agencies alike, are fully conscious of the importance and the need of local work for local conditions,

This new organization offers its clients a service, not from a branch office, but from a closely associated local agency which is itself a complete, autonomous, operating unit that has grown up in the community, that is well known there and that knows local conditions intimately.

The national organization will consist of:

THE DUNHAM-LESAN COMPANY
Tribune Tower, Chicago

H. E. LESAN ADVERTISING AGENCY Graybar Building, New York

JOHNSTON-AYRES COMPANY San Francisco, California

L. S. GILLHAM COMPANY, INC. Los Angeles, California

K. L. HAMMAN-ADVERTISING, INC. Oakland, California

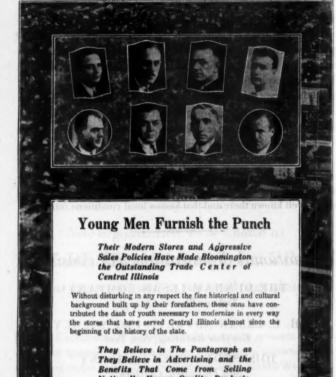
CROSSLEY & FAILING, INC.

Portland, Oregon

LESAN-PRAIGG ADVERTISING AGENCY St. Petersburg, Florida

> L. S. GILLHAM COMPANY, INC. Salt Lake City, Utah

SYVERSON-KELLEY, INC. Spokane, Washington



Nationally Known Quality Products. Full co-operation can be expected from Bloomington merchants in promoting advertised products. Their stores, in most instances are comparable in size, attractiveness and selling policies

> Youth is Definitely in the Saddle-the Association of Commerce and all Civic Organizations Are Dominated by Young Men of Vision and Courage.

The Daily Pantagraph

BLOOMINGTON, ILL.

Four-Time Winner First Prim For 1928

to stores in the largest metropolitan centers.

we a high possi on t cost figur valu prese As there cause very there sider could

termi right

Edit and of agai tion vou avai way betw Re of s

T and ticall deal sults publi artic who them Th some

woul ting hands scien form ing t ration total wron

Ou that ! opinio -poir and s quirer

The Rule Is: Do a Good Job

GRATON & KNIGHT COMPANY WORCESTER, MASS.

Editor of PRINTERS INK:
Although we know there is no cut
and dried rule which governs the cost
of filling space in publications as
against the actual cost of the publication space itself, we are wondering if
you know where there are any figures
available which will show in a general
way what the proportionate cost is
between the two.

between the two.

Recently, in checking up on the cost of space and then reviewing all of the items which entered into the cost of filling the space in our trade-paper list, we arrived at a figure that seems rather high. This suggested the thought that yeasibly PRINTERS' INK had some figures on these particular items of advertising cost and that a comparison of these figures with our own might be very valuable, either in confirming what our present opinion is or disproving it.

present opinion is or disproving it. As we said before, we appreciate that there can be no hard and fast rule because the cost of filling space will vary very greatly with the type of display and copy used, but we felt that possibly there is a ratio which might be considered about average and that this could be used as a yardstick to determine whether or not we are on the right track.

GRATON & KNIGHT, COMPANY,
J. J. SLEIN,
Manager, Sales Development.

THIS is a subject that has been discussed in PRINTERS' INK, and has also been studied, statistically and otherwise, with a good deal of thoroughness; and the results of these studies have been published. References to these articles are available to anyone who cares to write and ask for

That statement is made with somewhat the same feelings we would probably experience in putting his first jack-knife into the hands of a small boy. Our conscience never lets us refuse information; but we can't help feeling that these figures on "preparation cost as a percentage of total cost (or space cost)" cut the wrong way.

Our reason for feeling thus is that the figures themselves in our opinion were compiled backward—point in the wrong direction and so instead of helping the inquirer to what he really needs, lead him directly away from it. In advertising, the effectiveness of the advertisement is immeasurably the most important thing. And what goes into the space has vastly more to do with the effectiveness of the advertisement, than the amount of space it empty.

ploys.

The first job of an advertiser—if he wants to be a real advertiser—is to produce just as effective an advertisement, or series of advertisements, as he can; and to begrudge neither time, money nor pains to the job. Then it will be time enough to see how much space he can buy, with what money he has left over, in which to let that advertisement do its

If we could get hold of some figures expressing space cost as a percentage of preparation cost, we would at least feel there was more sense in them than in the usual statistical practice. But there is plenty of evidence that, with total appropriations on about the same level, the effectiveness and success of the advertising is invariably in direct ratio to the proportion of the total that goes into preparation.

Lao-Tze, who died around 300 B.C., left behind him the remark that the hollow in the bowl is more to be regarded than the bowl, inasmuch as the bowl was only made for the sake of the hollow.—[Ed. PRINTERS' INE.

W. E. Dunsby Joins "The Magazine of Wall Street"

Walter E. Dunsby has joined the financial advertising staff of The Magazine of Wall Street, New York. He formerly conducted the Walter E. Dunsby Advertising Service, New York, and, at one time, was with the advertising department of the Buffalo Evening News.

New Accounts for Rankin Agency

The Kellman Laundry Machinery Company, Chicago, and the Re-Nu Parts Corporation, Holland, Mich., manufacturer of piston rings, have appointed the Chicago office of the Wm. H. Rankin Company Inc., td direct their advertising accounts. Business papers will be used on both accounts.

Senator Capper's Picture of What Will Be Done at Washington

(Continued from page 6)

helpful both to agriculture and industry. And while this is not a problem for Congress, I am expecting some real relief from a change in our methods of local taxation—which in many States are a crime! Taxation should be based on ability to pay, and the practical application of the old and worn-out general property tax makes taxation anything but that. I am delighted to say that under the leadership of the newly elected governor of Kansas, Clyde M. Reed, my home State is getting lined up on these problems so that in the next session of the State legislature we shall be able to apply some modern ideas in taxation, which will give a fairer distribution of the burden.

In handling the problem of the surplus production of farm crops, Mr. Hoover's idea, as I get it, is to provide helpful Government aid, but not to the extent of having the Government engage in actual buying and selling. He also would eliminate the equalization fee principle from any machinery he sets up, as I have suggested.

Mr. Hoover's plan contemplates immediately proceeding to set up the agencies necessary to an immediate attack on the farm problem through the reorganization and reconstruction of the marketing machinery of farm products, and creation of a farm board, and the setting up of stabilization corporations and other agencies to deal at once with the problems of seasonal and annual surpluses of farm products.

He has pledged substantial assistance from the Federal treasury and he is not afraid to talk figures. He is willing to advance several hundreds of millions of dollars from the treasury "for a workable program that will give to one-third of the population their fair share of the nation's prosperity." He has little patience

with those who object to the use of Government money for farm relief without exacting security from the farmers.

GAMBLING IN GRAIN SHOULD BE RESTRICTED

Another development that I am looking for, along the general line of farm relief, is legislation to prevent declines in the grain futures market which is arbitrarily caused by speculators or hedgers to the consequent demoralization of the milling industry as well as the farmer's market.

I doubt if there is much objection on the part of producers to ordinary hedging transactions, as in many cases these are of real value to the local elevators that buy the farmer's grain. But the disastrous truth is that selling by gamblers is greatly in excess of the selling for legitimate hedging It has been estimated accounts. that more than 90 per cent of the selling in the wheat futures mar-When ket is purely speculative. we get that far in the consideration of the decline, the problem begins to take a more definite form. Inasmuch as selling, and nothing but selling, forces a decline, and inasmuch, also, as 90 per cent of the selling is done by gamblers selling short to force a decline, it follows logically that speculative selling is the dominant factor in forcing a decline in the wheat market. The market's two great abuses are short selling and excessive speculation.

Let us consider, for a moment, what occurred in that connection on the Chicago market when the "bear raid" started last May. In the first three days alone, on that market, the futures transactions were 97,400,000, 90,300,000 and 93,700,000 bushels respectively, or almost twice as much wheat as the entire crop grown this year in the country's premier wheat State.

This hammering was continued, until on July 23 when July wheat closed at \$1.18½—about where it remained through the remainder of the month—as compared to \$1.70½ April 30. That was a decline of 52 cents a bushel, a

28

se m ty

E m ne

to in nior e-

IS-1-

Cto as al

at he by

of ng ed

he ren 2-

m te

nd

0-90

y 2

at

nt

he

vo

he

nt.

on

he In at ns nd v. as in

te. d.

at

it er to

a

The Red Book Magazine Scores Again

Wins the Distinguished Literary Honor for 1928

O. Henry Prize Awards Made at Authors' Dinner

Walter Duranty's 'The Parrot' Held Best Short Story of Year and He Gets \$500

The O. Henry memorial awards for the three best stories published during the last year were formally conferred last night at the annual O. Henry dinner held in the Hotel Astor, under the auspices of the Society of Arts and

The first prize of \$500 was won by Walter Duranty, for "The Parrot." which speared in "The Red Book,"
which speared in "The Red Book,"
which sarjony Stoneman Douglas won
the second prize of \$250, in which was
cultar Treasure of \$250, "which was
politished in "The Saturday a special
politished in "The Saturday a special
prize of \$100, for the best brief short
story of the year, "Bridal Fond." which
speared in "The American Mercury." Sciences. 14 Others Get Honorable Mention

-- together with as the best

Good Copy

There's a difference between the way Mrs. Smith passes the time of day with her "up-stage" neighbor—and the way she greets her best friend.

There's just as wide a difference between copy written to sound friendly and copy addressed to the reader in a spirit of friendliness.

The tone of the copy is apt to influence the character of its reception.

HAWLEY ADVERTISING COMPANY Inc.

95 MADISON AVE. NEW YORK CITY loss of more than \$75,000,000 to the farmers of Kansas alone.

Naturally the gamblers took advantage of all the technical conditions in the market, especially the ancient stunt of "touching off" stop-loss orders placed behind their operations by the optimistic chaps who were hoping for an advance. And they made full use, too, of bearish propaganda. Finally, there was a thorough "shaking out" of the last of the "longs," who had bought at above \$1.30.

In other words, there was no

actual market.

I am wondering if there is anyone left who will have the hardihood to pull that time-worn shibbleth about the wheat market responding solely to the "law of supply and demand." That explanation had whiskers on it before the present generation of gamblers was born, and it seems to me the whiskers have become considerably elongated by the market operations of 1928. When a market-rigger can artificially increase the supply of wheat 10,000,000 bushels over night, what's the use of prattling about a law of supply and demand?

It is time that gamblers should be eliminated from the market, and futures operations be limited strictly to legitimate hedging transactions. And this is exactly what I hope to do in a bill I now have before Congress, S3575. It declares that unbridled "short" selling and "long" buying are against the public interest, and endeavors to restrict such practices to the ordinary commercial needs of the hedgers.

I hope to get favorable action on this bill when Congress meets in December, and I am sure I shall be able to do this if there is enough of a demand for it from the Wheat Belt.

the Wheat Beit.

The wheat exchanges should and must be market places in principle and in fact, for both farmer and buyer. They cannot continue to be a den for "bears" and a shed for "bulls," where they lie in wait for the lambs from the fold. The professional grain speculator must go. He and his

28

to

ok cal ce-

he he ng de

03-

orof at 110 IVdicet of Xeof 115 ne he 611 at ht, ut

ild

et,

ed ng

ly

It

rt"

ne n-

es

ds

011

ets

is

m

ald

in

oth

ere

min

Youth writes with a too-eager flaming pen

... age and experience should guide his hand



IN THE living, growing, eternally changing metal-working industry, there is a vital need for a record of the happenings of the day and of the creative thoughts of the studious night hours.

Often good ideas spring full-fledged into the minds of Youth. More often, they are evolved by Experience through continuous trials that lead from failure to success by many devious ways.

The endless duty of the American Machinist is to find and tell the stories of new ideas, designs, metals and machines that the week has given to the industry.

Can you think of a better advertising medium to use in selling owners, executives and workers in the metal-working industry? The responsibility and authority of the editorial pages invariably is reflected in returns from the advertising pages.

Keep your advertising as new and authoritative as the editorial text pages of the American Machinist.

The American Machinist is a McGraw-Hill Publication issued from Tenth Avenue at Thirty-Sixth Street, New York.

Here's the Dairy Paper That Reaches 56,000 Eastern Dairy Farmers

CAS CONTROL OF THE CO

N advertiser recently inquired how he could cover the Dairy Farms of the East with a single medium.

Our answer is:

Use the Dairymen's League News, and you will cover the very Heart of the Eastern dairy territory at minimum cost.

Through the Dairymen's League News, you can reach 56,000 progressive dairymen of the "New York City Milk Shed." The subscribers to this farmerowned paper have access to the greatest fluid milk market in the world. Through their own marketing organization, they realize more than \$80,000,000 a year from milk products alone.

In this territory, the Dairymen's League News reigns supreme, without a serious rival. Its circulation in the "New York City Milk Shed" is more than the combined circulation of all other dairy papers circulating in this area.

We will gladly submit definite data as to the quantity, quality and distribution of Dairymen's League News circulation.

Write for Sample Copy, Rate Card and Data.



tribe are parasites solely, preying on the world's most useful man-

the producer.

One of the very big things to be accomplished is to bring about a situation wherein producers can be adequately organized in ways. I have already suggested. These organizations should be of such a type that the farmers may be able to work out their own salvation to a considerable degree. This, of course, is what they want to do.

"We are well aware that nobody can be legislated into prosperity and we farmers neither want nor expect such legislation."

This was a declaration made by a prominent Kansas farmer during a speech accepting a Master Farmer medal which was awarded him at a dinner recently given in Topeka by one of my farm papers. It represents the general run of opinion among the better class of farmers.

Experiences undergone during the present year by producers in the Middle West strikingly illustrate the great need of organization and the mischief-making dangers of too much Governmental bureaucratic rule.

Terrific declines in the market prices of wheat and potatoes during the last summer show in a spectacular way what I mean.

On Monday, July 23, farmers in the Southwest sent to the Kansas City market 3,750,000 bushels of wheat, breaking all records. This taxed the capacity of Kansas City terminals beyond the limit of reason. It produced congestion, overtime work, waste in management and all the other evils of plants extended to over-capacity. This was more or less the situation all through the month with the result that the wheat prices declined more than 22 cents a bushel, causing a loss of about \$35,000,000 on this year's Kansac wheat crop.

In other words, notwithstanding "Kansas Grows the Best Wheat in the World," the producers are not merchandising their product so they can take advantage of their opportunity to





"If you want the cream of British business at home and abroad, you must ask for it

'Punch'

Other papers have some of the best buyers in the Empire for readers. But PUNCH has all of them."

THOMAS RUSSELL

MARION JEAN LYON
Advertisement Manager, "PUNCH"
b, FLEET STREET,
LONDON, E.C. 4 ENG.



VOTES on What People Want and What Appeals Will Sell It To Them

Haldeman-Julius tells
Ad-men how he sold
100,000,000 'Little Blue
Books' and the Appeals
that Did It . . .

FOR years E. Haldeman-Julius' full-page ads have offered a choice of as many as 1200 books at 5c each! Have you wondered "how he gets away with it?" In his new book—The First Hundred Millisen—he gives away the whole secret. And it has a definite value for you as an advertising man.

The First Hundred Million gives the results of hundreds of thousands of dollars' worth of advertising experience: Tells what appeals sell the most books, what a change of headline can do, how to get Americans to act, the public's reaction to humor, little changes of title that turned poor sellers into sensational ones, which magazines paid on one type of copy and failed on others, ads that paid and others that failed.

E. Haldeman-Julius own story gives a trul
amazing revelation of
what people want and
what appeals will sell it
to them. Mail this cou-
pon at once for your
copy of this book. THE PIRAY
Simon and Schuster. A MUNDRED
Inc., 37 West 57 St.,
New York.
Compact to the second
Simon & Schuster, Inc.
37 West 57th Street
New York, N. Y.
Enclosed find \$3.00. Please send me
at once The First Hundred Million, by
E. Haldeman-Julius.
Name

Name
Address
City
State

obtain top prices. It is apparent they never will be able to do this until orderly marketing twelve months in the year takes the place of a dumping practice that hangs like a millstone around the neck of Kansas agriculture.

Market manipulation sees its chance and always plays its part in such a situation as this. Freight rates also are a factor, being too high to terminal markets. I am sure farmers again are realizing that the most vital, practical thing they can do is to organize to protect themselves in the market. This they must do. Their present course is suicidal; on many recent days it has cost them millions daily.

The plight of the Kaw Valley potato growers is a convincing demonstration of the complete helplessness of producers who insist on "going it alone," on fac-ing an organized world of business wholly unorganized themselves. And it also may be said that, under controlled marketing, wheat prices this year should be good and later will be good, if world conditions mean anything. But neither are our wheat raisers organized as they should be and until they are I fear no plan which may be devised can be made to solve effectively the problem of the surplus. practical solution of the farmer's control of his market the very existence of agriculture more and more depends.

With potatoes the situation is even worse. The market price will scarcely cover the cost of digging and the sacks. Some potatoes have been sold in Topeka for 27 cents a bushel, although it costs at least 30 cents to dig and sack the crop—the sacks alone costing 7 cents for each bushel. Compared to the prices received for the crop of 1927, it is estimated that every Kaw Valley grower will lose an average of \$3,125 on this year's crop.

That loss of the potato producers and the loss of \$35,000,000 on the Kansas wheat crop are, it seems to me, abnormally high prices to pay for the advantage,

this elve lace ings

its part ght

am ing ical

areir

em

ley

ng

ho

ic-

si-

nd in

1e

Wanted

One or two more just like them

This agency is handling the advertising of several important food products.

The advertisers feel that we know their problems; and that therefore we know how to make their advertising most effective. They know that we possess certain gifts in saying and doing the "same old things" in new and more forceful ways. That's why they employ us.

We would like one or two more food accounts—non-competitive, of course. We have the capacity to serve them—effectively, completely.

Williams & Cunnyngham

Whose business is the study and execution of good advertising

6 North Michigan Avenue Chicago

Philadelphia Toronto



Cincinnati

WANTED! QUICKLY!

EXCLUSIVE DISTRIBUTORS

FOR

MOTOGRAPH

111111

FOLLOWING TERRITORIES
ARE OPEN!

Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut Eastern Pennsylvania Southern New Jersey Washington, D. C. Maryland

Delaware Virginia and West Virginia Wyoming Nevada Arizona New Mexico Colorado Utah

Balance of U. S. and many Foreign Countries already contracted—Just closed distributorship in 21 States with the FEDERAL ELECTRIC COMPANY of Chicago—largest company of its kind.

MOTOGRAPH—the Sensational—fast selling—electric "MOVING WORD" Sign is taking the country by storm and creating "a new era in merchandising."

YOU can share in its success—if you are an aggressive—resourceful—"livewire" of high character and amply financed.

Other qualifications are that you should have Advertising and Merchandising experience and be financially able to organize and maintain an adequate Sales-Force. It will take from \$5,000 to \$25,000 to handle, according to territory.

MOTOGRAPH sells on sight to NA-TIONAL ADVERTISERS—BANKS— RETAIL STORES—RAILROADS, etc. It is at present used in more than 75 lines of business! In addition to the profit on the original sales, the profit on "refills" of message belts and color changes is continuous and lucrative!

APPLY BY LETTER ONLY. If you prefer to negotiate through a third narty, please select one of known reliability, such as your bank.

MOTOGRAPH IS BASIC-AND FULLY PROTECTED BY PATENTS!

MOTOGRAPH CORPORATION 451-469 E. Ohio St., Chicago, Ill. if any, of operating on the present disorganized markets, where every man can do as he pleases and the devil, apparently, has the privilege of taking the hindmost

privilege of taking the hindmost. Obviously it is a situation absolutely uneconomic and foreign to the American system of business organization, where the producer is supposed to have something to say about the price at which his products shall be sold. More than this, these price debacles are inevitable so long as the present system prevails, as I have repeatedly pointed out in print and have said in more than 1,000 addresses I have delivered in the last few years before farmers. The only remedy is organization.

The only remedy is organization. The right kind of organization among farmers will work out immeasurably better for them than any centralized bureaucratic control which may result in arbitrary decisions that are made without full knowledge of the facts. Another experience of the Kaw Valley potato growers furnishes ample evidence of this. I have already related how the prices of potatoes suffered. On top of this situation, just as the marketing season reached its pcak, the Interstate Commerce Commission advanced freight rates on potatoes and completely shut the growers out of their market.

It appeared as if the crop would be a total loss. Appeals made to the commission, in which the Santa Fe railway joined, finally resulted in a temporary restoration of the old rates; but meanwhile weeks of valuable time had been lost to the producers at some expense of values.

The trouble was that the Interstate Commerce Commission in Washington did not know what a hardship its ruling was forcing upon one of this country's important productive regions at a crucial moment. It would not have happened under a State board of railroad commissioners.

A centralized government tends more and more to be despotic and dictatorial. Farm leaders are well aware that the more selfgovernment we surrender or dele928

resnere ises the ost.

to less cer to his

in-

ent re-

adthe ers.

on m-

an

nry

ut

n-

es

ve of

is

12

1-

S

S

d

0

đ



SPEAKING

(rather frankly)

of "orphans"

The unfortunate thing about electric display "orphans" is their constant need for the service which is so lacking. Most merchandisers have had their first and last experience with orphan equipment. On the other hand, Federal Electric Company was established 27 years ago with one lofty aim: to make a better product and to back it by a better service than was ever before known in the electrical display industry. Serving no other master than this ideal, Federal has attained an enviable position—is the oldest and largest manufacturer of electrical advertising displays in the world! If you're thinking of electrical advertising displays, read the first sentence again. Then 'phone Federal.

FEDERAL ELECTRIC COMPANY

8700 South State Street-CHICAGO

Claude Neon Federal Company 225 No. Michigan Ave., Chicago

INDIANAPOLIS
KANSAS CITY
LEXINGTON
LOUISVILLE
MILWAUKEE

BALTIMORE CINCINNATI DALLAS

DALLAS DETROIT FT. WORTH HOUSTON MINNEAPOLIS NEW ORLEANS NEW YORK PHILADELPHIA PITTSBURGH ST. PAUL

Federal Brilliant Company
3531 Washington St., St. Louis



Honig-Cooper Men on the Spot

HONIG-COOPER men travel widely in advertisers' interests ... helping in the organization of sales work... making intensive first-band studies of the nation as a market... working directly with brokers, jobbers and retailers at critical times when products must be sold in

crowded markets ... watching closely small-scale try-outs for larger campaigns in a word, a shirt-sleeve service. The Honig-Cooper Company has specialized on meeting the advertising and merchandising needs of Western producers and manufacturers.

Honig: Cooper Company

ADVERTISING

The National Advertising Agency of the West

SAN FRANCISCO LOS ANGELES PORTLAND SEATTLE

Representative Offices:

NEW YORK · CHICAGO · BOSTON

gate to Washington, the more emphatic will be the orders we shall have to take, the more interference and restrictions we shall have to meet; and that is enough to make "Freedom on her mountain height" look pop-eyed.

I am going thus into detail for the purpose of making clear to the readers of PRINTERS' INK that, contrary to the general idea, there is no deep and dark mystery as to what is the matter with American agriculture. The many elements in the problem are as plain as an open book; the years of thought and discussion are at last beginning to produce some tangible results.

I have gone into these things, too, so that by way of contrast I could emphasize the remarkable accomplishments of the American farmer under an altogether arti-

ficial burden.

Take the case of the ten master farmers who were honored at the dinner of which I have just spoken. These men, who were chosen out of 375 worthy candidates, own 13,389 acres of land. As showing their buying power, even though the law of economics has not been permitted to work out its natural course with them, let me quote the following from an address made on that occasion by J. C. Mohler, secretary of the Kansas State Board of Agriculture:

"Eight of these men have tractors; three have more than one; one man has three tractors. Every man has at least one automobile; six men have two apiece; one man has three. Every man has electricity on his farm, either from a power line or a farm electric plant. Electrically operated equipment, that saves considerable time and labor, includes cream sepa-rators, lighting systems, grindstones, drills, feed grinders, potato graders, pumps, and portable motors to handle numerous other jobs from elevating grain to helping with repair jobs in the farm shop. One man contemplates installing electric equipment throughout in his grain elevator on the farm.

To indicate that all of these

ten master farmers have sufficient up-to-date equipment to handle their jobs, these few additional figures are cited: All ten have grain drills, mowers, hay rakes, listers, wagons; nine have grain binders and feed grinders; eight have manure spreaders, cream separators, two-row cultivators and trucks; seven have hav loaders. corn planters and fanning mills. These fanning mills are of particular importance in keeping crops free from obnoxious weeds. Six have orchard sprayers, gasoline engines and corn shellers; five have stacking outfits, corn binders and corn elevators; three have combines and one man has two combines. One man has a corn

All the men have comfortable and convenient homes; nine have regular ice supplies; ten have radios, electric lights, water systems, complete sewage disposal systems and heating plants other than the common stove. These heating plants include coal furnaces, oil burners and electric heaters. Electrically operated equipment found in these ten homes include refrigerators, washing machines, electric irons, water systems, vacuum cleaners, sewing machines, electric fans, electric toasters, waffle irons, floor wax-ers, and you may be sure these items are classed by their owners as labor savers and home comfort

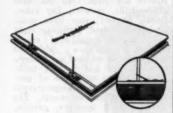
producers."

Mr. Mohler could say pretty much the same things about great numbers of other farmers who have had the business acumen and ability to rise to affluence in the face of uneconomic, and therefore useless, difficulties. If they have been able to do this well under the circumstances, does it not follow that they will do vastly better when they get, as they soon will, their proper place in the country's economic set-up? And does it not follow that the great rank and file of farmers, whose present purchasing power is seriously curtailed in spite of the prevailing prosperity, will also

do correspondingly better?

I am not presuming here to give an altogether complete pic-

An Ideal Newspaper Binder



for hard use. Sturdy-built Holds papers firmly and neatly so the entire page can be read. Used by the Chicago Tribune and hundreds of others.

FREE TRIAL Send us size of your paper and we will send you a binder for ten day trial.

FELDMANN SYSTEM MFG. CO. 2308 Armitage Avenue, Chicago, III.

Established over 30 years

Get out a book to picture your house, your goods, and your service. Let us plan and print it for you.



CURRIER & HARFORD . LTD Selective Advertising 460 W 34sbSs . New York - Longacre 7836

ture of what is going to be done in Washington during the coming months on this farm matter. But I do know that there will be no more groping around in the dark. The question marks have been eliminated. This is why I say that a new era for the farm is right here; that, perhaps for the first time, the farmer will be financially able to buy substantially all the things he needs. He will be able, in short, to exert his maximum buying power.

What this will mean to American business even within the next few months is obvious; no diagram from me is needed to make it clear to everybody who has manufactured commodities to sell. There soon will be released a volume of hitherto pent-up buying, the lack of which has kept American business as a whole from rising fully to its merchan-

dising opportunity.

McGraw-Hill Transfers E. I. Mehren

E. J. Mehren

E. J. Mehren is now with the McGraw-Hill Publishing Company at its Chicago office as resident vice-president. The McGraw-Hill company at present publishes four publications at Chicago: The Magasine of Business, Factory and Industrial Management, System and the Harvard Business Review, which is published for the Harvard University School of Business Administration. Publication of a fifth magazine, Industrial Engineering, will be transferred shortly from New York to Chicago.

Mr. Mehren was recently appointed editor of The Magasine of Business and will continue that position in addition to his duties as resident vice-president.

A. N. Dingee, Advertising Manager, Exide Batteries

Albert N. Dingee has been appointed advertising manager of The Electric Storage Battery Company, Philadelphia, manufacturer of Exide batteries, to succeed the late Alfred B. Kreitzburg. Mr. Dingee has been a member of the sales department of the company for the last eighteen years.

M. J. Monaghan Joins Gotham Agency

M. J. Monaghan, formerly advertising manager of the Royal Baking Powder Company, New York, has joined the Gotham Advertising Company, of that city, as an account executive. He was recently vice-president of Cecil, Warwick & Cecil, Inc.

ne ng dut no rk. en ay is he be in-

28

riext iaike ias ell. olig, ept ole in-

fcits
nt.
ent
go:
ind
the
is
ity
on.
usred

ted ion ion int. ted cric iia, ucir. les ast

tising has omunt esiic.

The BILLINGS & SPENCER CO.

Of Hartford, Conn.

is interested in securing the services of a few young men having the following general qualifications:

College training in mechanical or electrical engineering, metallurgy or kindred subjects.

These men should be from twenty-five to twentyeight years of age.

They will spend six months to a year "learning the business" along practical lines in the shops. They will get "wages" — not salaries.

Then they will be given opportunities, if they measure up, to go into sales work or to go ahead in the various departments having to do with the production of steel forgings and steel forging machinery. Immediate residence will be in Hartford.

The Billings & Spencer Co. will be glad to consider all applications in writing.

Advertising Commission Examines Its Under-Pinning

The International Advertising Commission at Its Meeting at West Baden Takes Up Question of How International Is the International Advertising Association.

THE International Advertising Commission at its meeting at West Baden, Ind., last week figuratively installed a new furnace-or at least put some new grates in the old one—and certainly the benefits of added warmth were noticeable.

It was generally admitted at the meeting that the Commission, if it is to justify its place in organized advertising, must succeed in showing advertising to the world as a united, well-organized industry, operating to the benefit of business at large. With a job like that on one's hands, a good furnace or, less figuratively, a good spirit, is a big asset.

Not content with merely injecting more warmth and co-operation into its organization, the Commission also went into ways and means of reinforcing, or altering completely, some of the less efficient planks in its general structure.

Admitting that the International Advertising Association is not now very international (this opinion was unanimous), should not the present Commission be turned into a strictly national, American commission, thus leaving the way open for the creation of a new, international Advertising Commission at the Berlin convention in August of next year? Furthermore, what can be done to make the advertising clubs a more constructive force in the life of advertising? Is the present edu-cational and research program really practical enough so that money can be raised on it? These were the questions around which most of the discussion centered.

The spirit of friendly co-opera-

18

ng

10-

ng

es

he

he

n-

ld is-

of ob od

ahe

ys r-

al

ot

n-

ot

an ay w.

ng n-

to re of u-mat se ch

How many good dealers have you?

Your Representative Dealers do the bulk of your business and represent the "cream" of your sales. Developing more good dealers is the easiest and quickest way of doubling your sales. The dealer's your problem.

What's the Answer?

Good dealers are casiest to sell, if your proposition is sound and properly presented. They're half sold when you find out how to fit your proposition into their scheme of doing business. What we've learned about dealers in 15 years will help you.



The FIRST 50,000

IN THE THIRD LARGEST MARKET

Ceaseless Progress is the record of the Keystone Automobile Club.. the Largest in the East... which publishes Keystone Motorist. Keystone Motorist's circulation has never gone backward... never stood still.

Today it has a total circulation of 50,000 monthly . . concentrated in the Philadelphia Metropolitan Area.

Purchasing Power is best calculated on the basis of automobile ownership. Every reader of Keystone Motorist is the owner of an automobile. 42 per cent own cars costing more than \$1,000... Figures recently obtained prove that only 38.2 per cent of the readers of the Philadelphia newspaper with the highest class circulation are the owners of motor cars.

Keystone Motorist offers not only 100 per cent motorist circulation . . . but the cream of the motoring public in America's third largest market . . The FIRST 50,000.

Keystone Motorist

250 South Broad Street, Philadelphia, Pa. CLARK W. SMITHEMAN, Business Manager

New York Office: 116 West 39th Street H. F. CAMPBELL, Eastern Representative

Applicant for Membership in the Audit Bureau of Circulations

cuss frankly the value and standing of the Commission were undoubtedly the most important accomplishments of the session. More tangible results included the adoption of a new set of by-laws and rules of procedure for the Commission.

These, worked out largely by Col. H. H. Burdick, commissioner from the Directory and Reference Media departmental, define the Commission as "an affiliation of specialized groups representing specific branches of advertising and aiming to promote in the business of advertising a mutual confidence and a high standard of business ethics; to eliminate unfair competitive methods between the various factors in advertising; to develop and maintain sound business customs and practices; to promote acquaintance and so-cial contact between members and a better understanding of each other's problems by the inter-change of ideas and information; and to devise practical methods of working together for the further-ance of the best interests of advertising as a whole."

Major P. F. O'Keefe, chairman

Major P. F. O'Keefe, chairman of the Commission, in his opening remarks stressed the need for getting real results out of this body. Charles C. Younggreen, president of the International Advertising Association, extended this idea of evaluating frankly the character of the Association as a

whole.

"There is no use hoodwinking ourselves," he said, "the I. A. A. hasn't had the respect of business men as a group. Many feel it is only a play-boy organization. It is true there has been a lack of co-operative response on the part of our members. Many of our clubs are weak. We have fallen down in many spots, and one of our greatest difficulties is that we have tried too hard to please everybody. It can't be done and now we are going to place the emphasis on getting action."

now we are going to place the emphasis on getting action."

The trouble with the present line-up of advertising clubs, it was generally felt, is that the really big men in advertising, the mature thinkers, no longer identify



INVESTIGATE This Double-Duty Advertising

PARKEB METAL SIGNS and Displays will work for you as few forms of advertising will. Their brilliant and durable colors, BAKED on strong steel plate, will picture your product "as it is"—they will leave indelible buying impressions on buying minds. Parker Signs and Displays perform double duty—they reach the buyer where he buys and the dealer where he selis. Think what this will mean for your product! Investigate this economical, effective form of developing dealer cooperation and increasing sales. Learn why such advertisers as Wrigley, Moxie, Baby Ruth, and Morton's Salt use them. A descriptive folder tells the story. Write for your free copy today. Parker Metal Decorating Co., Inc., Dapt. B., Howard and Ostend Sts., Baltimore, Md.

PARKER SIGNS and DISPLAYS



WANTED— 2 Unusual Men

For the men who can show proven ability and who have had a wide and thorough background of practical experience, we have an exceptionally unusual opportunity. To be considered at all, these men must have the following qualifications:

- The ability to thoroughly analyze a sales situation and recommend a sound advertising plan to overcome the problems their analysis brings out.
- At least ten years' experience doing creative advertising work as account executives or advertising managers.
- Possess initiative and ability to "work on their own."
- Ability to present their ideas in forcefully written language.
- Thorough knowledge of direct-mail advertising.

If you can measure up to these qualifications, write, telling us your age, nationality, religion, salary desired and why you feel qualified for the task. Only those thoroughly experienced will be considered. Appointments will be arranged with those whose first letters qualify them in accordance with point No. 4 above.

Address "M," Box 177, Printers' Ink themselves with clubs. Any successful solution is going to have to tie them into the club work.

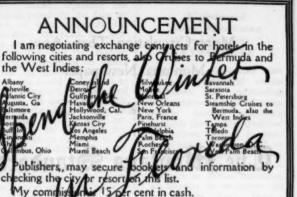
Walter A. Strong, chairman of the board of governors of the I. A. A., in speaking of the Berlin convention, opened up the subject of how international is the International Advertising Association. But there was no one to claim that it was international. Here is a brief summary of the trend of the discussion, together with the consensus of opinion in regard to what should be done to give the association a more universal character. In the first place the following resolution was passed:

Resolved, that in our opinion the best interests of advertising in this country and the best interests of international advertising will be served by creating a distinctly national organization to deal with national advertising matters within the United States and by a readjustment of the constitution and the International Advertising Association that will place its management and operation in the hands of a truly international board on which recognized national associations or associations of groups of nations may have proper representation.

The general feeling seemed to be that the present Commission should turn itself into an American group, thus paving the way for a new International Commission which could take over the constitution and objectives of the present Commission. A positive step in this direction is the decree that there shall be two conventions in 1929—the Berlin convention in August and a national convention, probably at Chicago, in May. (The definite decision as to location still awaits the ratification of the board of governors.)

The Berlin meeting will lay emphasis on the international character of the association. The exhibit will be truly international and a truly international organization will be perfected. The national meeting will be a thoroughly business-like display and discussion of advertising problems of this country.

Probably the biggest iron that the association now has in the fire is its educational and research program, under the direction of Professor N. Barnes and his advisory board. While the actual



COOPERATION
Extended to advertising agents and pubficity directors who may require assistance in handling exchange advertising for their hotel clients. I have had eighteen years experience in hotel advertising.

GEORGE W. TRYON Times Building New York

ORK

-the Third City in Pennsylvania in diversified industry-produces paper, ice machinery, safes, candy, farm machinery, water-wheels, silk cloth, tacks, furniture, chains, tractors, steam engines, sawmills, chemicals, mill machinery, silk ribbon, automobile bumpers and fenders, trucks, wall-paper, roofing-paper, wire cloth, pianos, clothing-AND IS AN ACTIVE TWELVE-MONTH MARKET.

THE YORK DISPATCH

EVERY EVENING DELIVERS AS MANY PAPERS BY CARRIER BOY IN YORK AS THERE ARE HOMES-THE SUBURBAN AND TROLLEY TOWNS ARE ALSO THOROUGHLY COVERED COMPLETELY BY CARRIER BOY.

REYNOLDS-FITZGERALD, INC., National Representatives

2 West 45th St., New York 1524 Chestnut St., Philadelphia 203 N. Wabash Ave., Chicago 481 Van Nuys Building, Les Angeles

240 Holbrook Building, San Francisco

1928 \$11Chave k.

m of the Berlin bject nteration. claim re is

d of the d to the charfol-

best untry tional ating deal vithin djustnterthat that ional i as-

tion. 1 to sion neriway misthe

of 8

the itive cree venven-

conin 24 tifirs.) lay onal

The onal an-The orand

ems hat fire rch of

adual

More Circulation Than Any Montana Newspaper

B

The Montana Standard

Combining The Butte Miner and the Butte Edition of The Anaconda Standard

BUTTE

g

NET PAID CIRCULATION

2

NATIONAL REPRESENTATIVES

PRUDDEN, KING & PRUDDEN, Inc.

working out of this program, as Professor Barnes explained, has been handicapped up to date by the lack of funds necessary for its execution, the plans for proceeding are all laid out.

E. Allen Frost, of the Outdoor Advertising Association of America, said the program was too academic. It would be difficult to take that program, he felt, and actually go out and raise money on it. And the money-raising, he noted, is the first and most important step. In his mind any program on which money is to be raised must produce something that will declare dividends as it goes along. A far-sighted and generalized program is all right for the leaders and real thinkers, from the vast majority you must send out a dove now and then with a message that is concrete and capable of being put into immediate use.

Mr. Strong took the stand that the research program is not in-tended as a bait to catch the budget of \$250,000 which the association has set out to obtain. This \$250,000 figure, he contended, is set up rather as a challenge to the advertising profession, as a gauge of the real interest in the welfare of the profession as a whole; or, to put it more simply, as a gauge of the interest in organized advertising. Nevertheless, he pointed out in direct answer to the question raised by Mr. Frost, the present program does in his opinion already embody certain features that will bring immediate returns. At the end of the session a resolution was passed fully endorsing the work of the research bureau.

Another resolution asked the executive board of the Commission to again take up the question of an official I. A. A. publication. Many seemed inclined to favor such a publication, provided advertising was not solicited as the means of financing it.

Commissioners F. M. Feiker, of the Business Paper departmental; W. H. Hodge, of the Public Utility Advertising departmental; T. W. LeQuatte, of the AgriculExperienced
Sales, Advertising
and Business
EXECUTIVE

Progressive, wide-awake man. 17 years successful accomplishment with outstanding organizations. Expert salesman. Knows modern marketing methods thoroughly. Qualified to promote sale of products from either "atmosphere" or humanized technical standpoint. Advertising agency experience as account executive. art director, merchandiser and copy writer. Virile. Persua-Capacity for getting things done. Earnings have attained five figures. Four figures and right opportunity more desired. Address, "Executive," Box 21, Printers' Ink.

An Agency Merger Opportunity

Which Would Divide the Load and Multiply the Driving Power

This company has for nearly a generation maintained unquestioned leadership throughout the world in its highly specialized field of publicity; is owned and controlled by a single individual; has a personnel of experts; is not only financially able to sustain an agency development, but possesses an ideal background and equipment for this purpose. Offices and location the linest in New York.

These potential factors are available under merger or reorganization with individual or agency fitting into the picture.

For further details, address: "H," Box 174, Printers' Ink

Wanted DIRECT MAIL EXPERT

We want a man who knows the technique of direct-mail, but who also is versed in specific selling. This man can take a prospect list of one hundred thousand names representing twenty distinct occupations and professions and adapt specific sales arguments to each of these occupations and professions.

Applicants should give educational and business background, age and salary requirements. We offer a real opportunity to the right man.

Address "J." Box 175. Printers' Ink

A Sales-Managership Awaits the Right Ass't Sales Manager

Large national organization manu-Large national organization maintraffecturing Disinfectants is looking for a man who at present is an assistant sales manager, and who, preferably, is specializing in the sale of Disinfectants.

While knowledge of Disinfectants and how to sell them will be very helpful to this man, it is not essenneiprul to this man, it is not essen-tial. This man may at present be doing the real work in his present job without receiving the recogni-tion or financial reward he feels is due him.

Here is his chance to graduate into a big job with a great company of long-established reputation and ample resources to back his efforts.

In your reply, tell all about your-self (age, experience, past and pres-ent connection, salary desired, etc.) with the understanding that it will be strictly confidential, and no in-quiries will be made until you wisb. All our organization knows about this advertisement.

Address "R," Box 31, Printers' Ink.

tural Publishers departmental, and E. W. Houser, of the Photo-Engravers departmental elected to the executive board of the Commission. The National Editorial Association, representing 4,000 smaller newspapers, recommended for admission as a departmental.

Some Additional Pointers on Salesmen's Car Insurance

GREAT AMERICAN INDEMNITY COMPANY NEW YORK

Editor of PRINTERS' INK:

I was interested in reading Mr. Streeter's article, "What Manufacturer. Ought to Know about Salesmen's Car Insurance" in your issue of November 15. Inasmuch as I assume this is intended to be a complete article on the subject, I think the following points should be brought forth:

Under "Public Liability and Property Damage Insurance" the reader is led to believe that after providing first aid to the injured, the insurance company's

to believe that after providing first aid to the injured, the insurance company's principal interest is the defense of the claim. No reference is made to any settlement except that which is compelled by a court of law. Of course this is not true. The first purpose of the company is to settle the claim amicably if it is a just one. In only those cases where the justice of the claim is in doubt are the courts resorted to.

Under "Collision Insurance," full coverage, \$50 Deductible and \$100 Deductible are mentioned. There is also a fourth form, which is not mentioned.

erage, \$50 Deductible and \$100 Deductible are mentioned. There is also a fourth form, which is not mentioned, i. e., \$250 Deductible.

Also, the article states, "As in fire and theft insurance, owners should keep their cars insured to the full amount of their current value." This does not apply, for all collision policies cover the car up to its full value (except the deductible forms where the assured himself must first pay an amount specified in the policy). There is no other limitation on the amount of the insurance such as there is in the case of fire coverage.

insurance such as there is in the case of fire coverage.

Under "Plate Glass Insurance," the reader might infer that his windshield or windows are covered under his collision policy. This is so only if the policyholder has full coverage collision insurance. If he has any one of the deductible forms he must pay the corresponding amount of damage himself.

I congratulate you on performing a catalla carvice.

notable service.

LESLIE F. TILLINGHAST,
Agency Assistant.

J. E. Moorhead to Join Marland Oil Company

Joseph E. Moorhead, for over six years with the Mountain States Tele-phone & Telegraph Company, Denver and Salt Lake City, will join the Mar-land Oil Company, Ponca City, Okla., as general advertising manager.

and otovere of

was s a

on

Mr.

the

led aid

the any om-

this

ovactacted,

fire uld full his cies ex-

as-

no

asc

eld colthe ion

the

int.

six elever arla., ANNOUNCING THE PUBLICATION OF

CORPORATE* PRACTICE REVIEW

A MONTHLY MAGAZINE devoted to the work of the corporation officer, discussing the practical methods and approved procedure followed by the secretary, treasurer, vice-president, and president in the discharge of their official duties. These officers represent a field, or rather a strata of business, that has lacked any publication devoted to its regular and special interests. The standing of the men who already have subscribed is the best evidence of the use they have for this publication. Naturally, this circulation among readers who initiate or approve all expenditures, and who are responsible for the reinvestment of the company's surplus is a most desirable one for advertisers to reach. If you are an officer in a corporation, we shall be pleased to forward to you a sample copy. A rate card will be sent upon request.

CORPORATE PRACTICE REVIEW

Eleven West Forty-second Street
NEW YORK CITY

Harvey A. Mayer - - - Advertising Manager

PRINTERS' INK

A YOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC. Publishers.

OPPICE: 183 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. Romer, Vice-Fresident, R. W. Lawrence. Treasurer, David Marcus. Sales Manager, Douglas Taylor.

Chicago Office: 231 South La Salle Street, Gove Compton, Manager. Atlanta Office: 87 W. GEO, M. KOHN, Manager. 87 Walton Street,

St. Louis Office: 915 C. A. D. McKinney, Manager. 915 Olive Street,

San Francisco Office: 564 Market Street, M. C. Mogensen, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00. Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor ROBERT W. PALMER, Managing Editor ROY DICKINSON, Associate Editor ALBERT E. HAASE, Associate Editor BERNARD A. GRIMES, News Editor

C. B. Larrabee E. B. Weiss H. M. Hitchcock Thomas F. Walsh H. W. Marks

EDITORIAL STAFF
see Roland Cole
Andrew M. Howe
scock Eldridge Peterson
Don Masson
Rexford Daniels

A. H. Deute, Special Contributor Chicago: G. A. Nichols Frederic W. Read London . Thomas Russell

NEW YORK, NOVEMBER 29, 1928

Any public The Adverspeech seems, by the nature of its being, to be a tisement's the Thing being, to be a grievous breeding-place for platithe Thing tudes. And when the subject of the speech is "distribution," or any of the specific marketing and merchandising problems usually sheltered beneath that imposing word, there is one particular platitude almost invariably found nestling within it. It is the one that says "you cannot know too

much about your market."

We have never been able to discover more than one thing wrong with this statement. invariably sounds well. It rarely fails to produce its due impres-sion. It identifies its maker as a thorough executive and tireless student. Compared to these considerations, perhaps it is only a

minor point that it doesn't happen to be true.

You can know too much about your market. Many people do. How did they, in the expressive locution of youth, get that way? They merely spent Very easily. more time, money and effort in collecting, studying and analyzing exact details of market information than the increase of business resulting from such 'steenth decimal-point refinement can possibly repay them in profits.

This is a point of business judgment that advertising men. probably even more than business men of other types, will do well to ponder. The temptation to put more into market study than they are likely to get out of it is peculiarly alluring to many advertising men. They seldom realize that such activities are in direct competition with their own specialty.

Stop and think a moment, and you will see that these research and market study activities, when they are carried beyond a certain point, cease to be merely supple-mental and become directly competitive to advertising; because the claim made for them is that they will accomplish certain results which advertising in its own way is designed and expected to accomplish.

A genuinely effective advertisement, aimed at a market only 50 per cent visualized, is a better investment by far than a relatively ineffective advertisement to a market 100 per cent known.

Why Chains Sometimes when Can't Wreck we hear and read growth of the Indepenof the chaindents store systems toward apparent supremacy in the retail field, we might be apprehensive about the future of the independent retailer were it not for one thing. This is (and we are indebted to Harry A. Wheeler, president of the Union Trust Company, Chicago, for thought) that individual initiative has never been and will never be stifled or throttled by economic n g

r

S

sll it ys - et

d

ŧ

s

0

ete.tee

development. No matter how great the trend toward mass dis-tribution and selling, there will always be room for the individual who really is an individual. Human nature always has been built that way.

Those who can see only disaster ahead for the independent dealer might well be reminded that a similar fear has been apparent in virtually every economic change that has occurred within the cen-Almost any reasonably well-informed merchandiser could make a lengthy list of such in-stances that have come within the range of his own personal observation. The fear that small capital individuals, as a whole, will be forced out of business by great organizations seldom comes true, and for the following logical rea-

Economic changes, especially as we see them these days, deal with the tools of business and not with the human element.

One inevitable outcome, when changes are made in accordance with economic procedure, is that the inefficient are crowded out; and they should be, as we have stated numerous times before in these columns.

"Success in retailing," Wheeler truthfully and forcefully says, "comes from intelligent merchandising and close study of customer needs. It comes from the seller's ability to convey the assurance that the product offered has real value and can actually fulfil the purpose for which it was manufactured."

In other words, the successful retailer must have something worth selling; and then he must some intelligence energy in the selling process.

Wherein do the chains have a patent upon, or a monopoly of, any essential feature of this operation? If an individual is fundamentally sound in the human things that have to do with operating a retail store, economic developments are not going to harm him. He never had a better opportunity than he has today; and he will have even a better one tomorrow.

Merchandis-

High School E. L. Henlein, general manager a Force in of Montgomery Ward & Coming pany's retail store division. thinks the high school has had, and is having, a powerful effect in causing the rank and file of the people to insist much more strongly on quality merchandise than formerly was the case.

This interesting hypothesis. seemingly far fetched at first sight, is reasonable enough at The average American family, regardless of its station in life, makes a brave effort these days to give its children at least a high school education; and a goodly proportion succeed in this laudable endeavor. If the boys have to drop out and go to work before completing their course, the girls are often permitted to finish. Educational authorities tell us that in the so-called laboring class (if, indeed, there is such a distinct stratum of society) the girl high school graduates out-number the boys by a consider-

able percentage. What effect does this have on

merchandising? The girls get married-if they can, and usually they can. New homes are established, and an equal number of women purchasing agents set forth to buy the furnishings, clothing, food and other commodities needed in those homes. Their educational advantages have elevated their tastes and they want to buy higher class merchandise than did their mothers and grandmothers.

And the most important consideration of all is that today, generally speaking, they have the money with which to carry their ideas into effect. We wonder if merchandisers in general correctly visualize the great advances which the American workman has made since 1921. In any number of instances he is earning, or at least getting, more money than the professional man who fancies himself to be the workman's superior. His educated wife, with ideas gained from domestic science courses and inveterate reading of

advertising, often causes this money to be spent so as to elevate the family's living standard to a height that was unthought of not so long ago. Trashy goods therefore appeal each successive year to a constantly decreasing number. Almost anybody with things to sell, regardless of where his establishment is located, must offer quality as well as price. This word "price," by the way, is hardly properly descriptive any more. "Value" is the term to use. Mr. Henlein is by no means in-

dulging in an idle figure of speech when he refers to the high school as being a merchandising force.

Senator Arthur A Brighter Capper, of Kan-Day for the sas, in assuring Farmer the readers

PRINTERS' INK that the forthcoming farm relief legislation has been "thought through and sub-stantially agreed upon," is giving to American business an important and a cheerful message. We trust that the Senator's optimism, expressed elsewhere in this issue, is not misplaced; and, from all we can hear, we believe it isn't.

This farm question, in its very nature, is not essentially political; it is business, pure and simple. Substantially everybody who makes or sells merchandise has been handicapped to a considerable degree, ever since the dark days of 1921, by the fact that the American farmer has not reached his rightful place in the nation's economic set-up. All have been waiting eagerly, and more or less patiently, for any proper pro-cedure that could right this condition so that the pent-up farm buying power might be released. Consequently they will welcome Senator Capper's good news with acclaim.

Meanwhile, and without the slightest inclination to dampen anybody's enthusiasm, we would like to ask this question:

Who is going to gain the greatest returns, both immediate and future, from the coming economically correct farm market?

And, having asked the question,

we hereby answer it: The largest additional sales volume will be had by those who have been con-sistent in their advertising pro-gram to a point that has produced salability for their merchandise. Consumer acceptance, of the kind that really amounts to something. is not brought about by spasmodic advertising-"in" when look good and "out" when they seem bad. The application is obvious.

E. C. Morse Heads Chrysler Export Company

E. C. Morse, director of export sales of the Chrysler Corporation, has been appointed president and general manager of the Chrysler Export Corporation, which has been organized at Detroit to manage the foreign trade interests of all the units of the Chrysler Corporation, including Graham Brothers and the Dodge Brothers Corporation.

Before joining the Chrysler organization, Mr. Morse was for several years sales manager of the Hudson Motor Car Company. At one time he was director of exports of the National Cash Register Company.

ter Company.

To Publish White Plains, N. Y., "Daily Press"

A new daily newspaper will start publication at White Plains, N. Y., beginning the first of the year under the name of The Daily Prest. It will be published by the T. Harold Forbes and Francis Hunter group of newspapers.

Ingraham-Powers, Inc., publishers representative, has been appointed national advertising representative of the new paper.

new paper.

Insurance Advertisers Elect C. E. Freeman

Charles E. Freeman, advertising manager of the America Fore Companies, New York group of insurance companies, has been elected secretary of the Insurance Advertising Conference. He succeeds the late George N. Crosby, of Hartford, Conn.

Death of W. S. Quinby

W. S. Quinby, president of the W. S. Quinby Company, Boston, La Touraine coffee and tea, died recently at that city. He was sixty-seven years of

Joins Houlihan Agency

William Towle has joined the Los Angeles office of James Houlihan, Inc., advertising agency, as an account exst be n-0ed id

T

to

of

nd

2-

he be

Newell-Emmett Company

Incorporated

Advertising . Merchandising Counsel 40 EAST 34TH STREET New York

> AN ADVERTISING AGENCY FOUNDED ON THE IDEA OF RENDERING SUPER-LATIVE SERVICE TO A SMALL NUMBER OF ADVERTISERS

> > CLIENTS

Liggett & Myers Tobacco Co. Western Electric Co. Snider Packing Corporation Loose-Wiles Biscuit Co. Graybar Electric Company Association of American Soap and Glycerine Producers National Bank of Commerce in New York

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

Advertising Booms Sale of Bananas

In a speech before a recent meeting of the Advertising Club of Boston, Victor M. Cutter, president the United Fruit Company, told of the benefits and mistakes which resulted from its recent advertising campaign of Melloripe bananas. Although the company actually lost money, Mr. Cutter said, as a result of the increased sales of bananas, it was for the reason that the selling price was made too low.

From the standpoint of success, Mr. Cutter continued, the campaign increased

From the standpoint of success, arr. Cutter continued, the campaign increased the sale of bananas about \$350,000, but it was found that the company's selling methods and service were inadequate to back up the advertising. As a result it had had to pause in its advertising plans until it could catch up from the macchandiains and.

plans until it could catch up from the merchandising end.

One of the points which Mr. Cutter brought out, as a lesson from the effects of advertising on a business in general, was the necessity of having a constant supply of the product on hand. The customary method of selling bananas was to have the salesman go out whenever a shipment came in, but to lie low in hetween. between.

From the results of the Melloripe campaign in Boston, Mr. Cutter stated, his company is planning a national campaign using all types of mediums.

Sees Advertising on a More Practical Basis

Advertising designed to sell is re-placing advertising based on the theory of mass psychology, pretty pictures and white space, said E. T. Gundlach, of the Gundlach Advertising Company, Chicago, speaking before a recent meet-ing of the Milwaukee Advertising Club. His subject was "What Is Next in Ad-vertising?" Mr. Gundlach pointed out that advertising is on a more practical basis than ever before and it will be-come more practical and direct, with producers concentrating on what people want. want.

Syracuse Club Elects

H. H. Goodhart, advertising manager of The Franklin Automobile Company, and H. H. Hegener, of W. I. Addis, have been elected to the board of directors of the Advertising Club of Syracuse, N. The following were appointed as committee chairmen by Harold McD. Brown, president: A. J. Brewster, finance; W. R. Jillson, membership; R. H. Zerfing, entertainment, and John B. Flack, publicity.

Organize Kewanee, III., Club
The Advertising Club of Kewanee,
III., has been organized with twentyfive charter members. H. C. Pollitz
has been made president and L. D. Upton, secretary.

Detroit Club Analyzes Its Student Body

An analysis of the students in the advertising classes conducted by the Adcraft Club of Detroit at the College of the City of Detroit shows that thirty-

of the City of Detroit shows that thirty-two members are principals in their businesses; eighty are executives and employees. This analysis in the opinion of club officers seems to refute the argument that advertising classes are attended largely by job-seekers.

As a result of this analysis, it has been necessary for Walter K. Towers, director of the school, to re-arrange classes so that instruction, even more advanced than that given for graduates of the elementary course, may be given. These advanced classes are being organized as advertising agencies which undertake the accounts of hypothetical clients, planning and executing complete clients, planning and executing complete campaigns in every branch of adver-

Baltimore Bureau Elects New Directors

Group directors have been elected to the Better Business Bureau of the Advertising Club of Baltimore, Md., as follows: Irving Kohn, for department stores; William Horst, laundries; James R. Payne, men's wear, and James T. Vernay, books and stationery. I. M. Oberfelder, bottlera; Fred P. Stieff, musical instruments; Elmer Johnson, radios, and Henry Wyman, shoes, were re-elected to the board. Group directors have been elected to

Poor Richard Club to Honor Curtis

Cyrus H. K. Curtis will be the guest of honor of the Poor Richard Club. Philadelphia, which is planning a testimonial dinner on December 7. The occasion is to commemorate the 200th anniversary of the founding of The Saturday Evening Post by Benjamin Franklin Franklin.

New York Women's League Offers Scholarships

The League of Advertising Women of New York has again offered two scholarships to be awarded to women interested in progressing in the advertising business. Lenna V. Wallace, of R. Ö. Eastman, Inc., is chairman of the scholarship committee.

n se

in

th

the

Heads Milwaukee Mail Advertisers

A. Roos, of Jack's Letter Service, has been elected president of the Milwaukee Mail Advertisers. Other officers elected are: E. P. Anderson, of the Multi-graphing Service Company, vice-presi-dent, and Joseph J. Ott, of Ernest F. Bethke, secretary-treasurer.

n

ŧn

das nt

P. er n,

r

est ub, he oth

nin

e nen two nen verof of

ikec cted ulti-

Advertising Must Speed Up to Keep Pace with Consumers

Keep Pace with Consumers

Only a few years ago, seemingly, the
buying public was a reasonable, dependable quantity, once its approval had
been won. In those days it changed its
mind slowly; it was fairly loyal and
steadfast in its preference. It was
keptical of the new and untried.

In contrast to this picture of a buying public of the past, the Philadelphia Ctub of Advertising Women, at
a recent meeting, was also presented
with a description of the buying public
of today by Harry Boyd Brown, of the
Philadelphia staff of the Gundlach Advertising Company. His statement that
a radical change has taken place was
supported by evidence which, in his
opinion, mirrors this change as it is reflected in a consequent speeding up of
advertising.

dected in a consequent speeding up or advertising.

The buying public, today, finds itself in a fast moving, wonderful but tricky age, Mr. Brown explained. Everything is moving at a full gallop, even the mind of the consumer. It reacts today with astonishing quickness. It accepts the new and the untried with confidence. It discards the old and established in

It discards the one and a day.

Underneath this change, he said, there is one force which has brought it about. That is the prosperity of the country. "Our prosperity," Mr. Brown stated, "has opened up to millions the luxuries and conveniences and good things of life. It has whetted the appetite, ambitions and desires of these buying millions. It has given them confidence and assertiveness which is reflected in their buying.

and assertiveness which is renected in their buying.

"This is truly a kaleidoscopic age and one that is apparently gathering mo-mentum. Merchandising and advertising must adjust themselves to this new speed in order to be effective. Merchandise today becomes obsolete almost over night. Movement must be rapid and certain to the consuming public. Merchandising plans must be laid and advertising writ-ten to that end."

In the opinion of Mr. Brown, the

ten to that end."

In the opinion of Mr. Brown, the day of slowly building up prestige with educational or institutional copy, with emphasis on trade-marks and slogans, with striving for so-called cumulative effect and consumer consciousness, is slowly passing. Advertising must sell the goods today when the advertising is run because if it does not, the advertiser, whether he be manufacturer or retailer, may wake up to find that the merchandise he offers has become obsolete.

There are many possibilities of con-sequence to manufacturers in these cir-cumstances, according to Mr. Brown. counstances, according to Mr. Brown. He advised that, in any event, advertising and merchandising be kept alive to the new order of things, concluding that "we must speed up to keep up."

Dale Brown, manager of the Cleve-land Better Business Bureau, has been elected chairman of the Cuyahoga Coun-ty Council of the American Legion. Vernon Charnley, secretary-treasurer of the Morgan Lithograph Company, has been made treasurer.

E. W. Lyman Heads Milwaukee Club

Ernest W. Lyman, of the Quality Biscuit Company, has been elected presi-dent of the Mil-waukee Advertis-



dent of the Mil-waukee Advertis-ing Club to suc-eed the late James W. Fisk. Fred E. Eriksen, of the Electric Company, has been elected vice-president and William J. Borg-man, of Barron G. Collier, Inc., a di-rector, to fill the vacancies which occurred.

Mr. Lyman had executive

E. W. LYMAN

Deen executive vice-president and has been an active member of the Milwaukee Advertising Club ever ton a number of committees.

Exporters Should Learn What Can Be Sold Abroad

Can Be Sold Abroad

"In the United States the saturation point is approaching for many of our products. Either industry must make drastic retrenchments or we must develop what for centuries have been potential markets." These are the words of John F. McKeon, of Vanderhoof & Company, Chicago, who spoke hefore last week's meeting of the Chicago Advertising Council. He contended that the greatest of potential markets lies between the Hawaiian Islands Suez. Many manufacturers, he said, when they consider foreign trade, immediately try to learn what has been selling in foreign countries. They would do better, he maintained, if they spent more time trying to learn what can be sold, rather than what has been selling.

Obsolescence as a Factor in the **New Competition**

New Competition

Trends and policies of modern business were discussed before a recent meeting of the Advertising Club of Los Angeles by Floyd A. Allen, assistant to the president of the General Motors Company. "A new word has been introduced into big business," said Mr. Allen. "We will call it obsolescence. It is bigger today than the old-time problem of depreciation. I refer to the fact that in the march of progress and mass production, the commodity which is sold as the best on the market today is obsolete temorrow. This problem is applying to all lines of manufacture and introduces a new competition into the field of business."

Plans for a Better Business Bureau at Vancouver, B. C., are being made under the supervision of George S. Kabin, counsel for the Better Business Bureau of Seattle, Wash.

The Little Schoolmaster's Classroom

"ONE of my minor ambitions of many years' standing," writes an old-time member of the Class from St. Paul, "has been to drop in your office and look you over.

"When I was a young person—and that was a good many years ago—" he continues, "there was a smart saying about preachers which went something like this: 'Don't do as I do, but do as I say.'

"That old phrase seemed to be a convenient way for me to pass judgment on every sermon I had to hear. But as I got older the phrase didn't sound so good to me. I found that there were many preachers who lived as they told their congregations to live. Somewhat unconsciously, I suppose, I have sort of applied that same phrase to PRINTERS' INK. I have wondered if you ever put in practice, in running your own business, some of the ideas you strive so hard to impress on your readers.

"For several years you have been preaching the gospel that this is the day when 'the consumer is king.' You have been telling manufacturers and advertising agents that the public's desires should be consulted even before a product is made. Generally speaking, that is good and sound advice. At the same time I will also say it is good and sound not only for a manufacturer, but for yourself as well. It strikes me that it is an idea you could apply yourself to your own product. I mean to PRINTERS' INK.

"You probably think by this time that I am getting rough with you. But wait a minute. I would not have written you this way, were it not for the fact that yesterday morning I received a letter from you with which you sent a list on which I was expected to check the kind of articles I wanted to see in PRINTERS' INK. So you see instead of getting rough with you I am complimenting you."

The Schoolmaster, extremely

pleased that this letter came to him, replied immediately saying that he couldn't begin to tell this old-time member of the Class the story of the number of ideas PRINTERS' INK had taken from articles that had appeared in its columns and put into practice in its own organization but that he would tell him something about the way in which PRINTERS' INK was made.

"The checked list which was sent to find out what kind of articles you want in PRINTERS' MONTHLY," wrote the Schoolmaster, "is a comparatively recent innovation which has been added to certain other methods all working to the same end. Your interest in this subject makes us feel that we can tell you about those other methods without trespassing too much on your time. But before passing on to those other methods we can't forebear to tell you about a cynical remark one of our friends made when the idea of mailing out such lists first came to us. friend said: 'You know the two greatest desires of any successful business man are to own a yacht and run a publication. Most of your readers are successful business men. Most of them probably think they know exactly how to run a publication. If you ask them for suggestions they will certainly shower you with wild ideas and take up your time with useless correspondence.'

"Our cynical friend was wrong. The idea hasn't worked out that way. Practically every reader who has received a list, such as we have sent you, has complied, as you have, with very definite suggestions on what articles they want to see. Which was exactly what was wanted.

"The reader of PRINTERS' INK has been made 'king,' if we may be allowed to alter your phrase, chiefly through our research department. You have, no doubt, noticed in every issue of PRINTERS' INK a number of letters which are publicly answered. The number

me of NK nad put za-

ich

les NK

ent

led rkest hat her too

ore

ods

out

out

his

wo ful

cht

of

ısi-

bly

to

em

nly

ess

ng.

hat

vho

ons sec. was nay ase, deabt,

are ber



FLEXLUME ELECTRIC DISPLAYS



\$2,000 A MONTH

Will be the total cost of sending a first-class house organ, edited by William Feather, to 30,000 customers and prospects. Get estimate for smaller quantities. Write for Samples

The William Feather Company 607 Caxton Building : Cleveland, Ohio

An Advertising Agency that wishes to build up an

Outdoor Department

may secure the services of a man thoroughly experienced in all phases of this media. University trained and can furnish satisfactory references.

Box "E," 27 W. 44th St. New York City

Sales Executive

seeks new connection offering op-portunity. His business career em-braces two connections in 10 years, and has been devoted to selling, sales promotion and merchandising well-known Food Specialties to Job-bing, Chain Store and retail outlets in the Greater New York territory. Can increase productivity and ef-ficiency of salesmen by working with them in the field. Age 32, married, College Education. Address "T," Bex 38, Printers' Ink

INSTRUCTIONS_SCHOOLS



of such letters which you will find in any one issue represents only a very small fraction of the total that comes to us in one day. Our readers send us an average of about sixty letters a day asking for help on some problem that is staring them in the face. From a classification of all these inquiries we get what we consider a basic index to our readers' desires.

"It is highly fascinating to watch those classifications change in a comparatively short period of time. A few remain fixed. Some disappear entirely; while others rise in the number of times asked and others go lower in the scale of importance.

"Today, our list of classifications of the most important questions asked by subscribers, in the order of importance, reads like this:

- Methods of determining the total advertising appropriation.
 How to apportion the advertising appropriation.
 How to determine sales quotas.
 How to fix sales territories.
 How to sell to chain stores and department stores without jeopardizing sales to wholesalers and independent resilians. tailers.
- 6. Information on merger questions.
 7. Inter-industry competition—(the solled "new competition"). called
- 8. Instalment selling. Selecting a trade-mark.
- 10. Covering small towns without salesmen.

"Let's look back ten years agoback in 1918. At that time certain of the questions listed above were not being asked. Some of the most insistent questions then were:

- 1. Why advertise when you are over-sold?
- 2. Systems for handling consumer inquiries
- Explanations of syndicate buying. Methods of paying salesmen. Holding loyalty and good-will of 4. employees
- 6. Methods of merchandising a rise in price to consumera.
 7. Methods of standardization 7. Met products.
- 8. The growth of consumer co-opera-

"From a glance at these short lists of inquiries from our readers it is easy to see that in our complete list we have a most valuable key to what our readers want. Our main job is to give them what they want. To return to the phrase

nd al ar of or ra es ic ch a 16. p-183 nd m-2es-

he ke

fet

ng

nd ing

TC-

ns.

80-

out

in

ere

ost

rer-

in-

ng.

of

in

of

era-

ort

ers

m-

ble

nt. hat ase



Answers These Ouestions

How to use Outdoor Advertising.

How to get continuity in a campaign.

How Outdoor Advertising follows your market. What are the psychological principles of Out-

door Advertising? How to combine colors.

What colors to use.

How to develop your copy.

Hundreds other technical and non-technical questions on modern marketing by means of Outdoor Advertising.

HE accumulated knowledge coming from years of experience with advertisers' problems in the use of Outdoor Advertising has been compiled in this 227-page book. Here is presented for the first time to the manufacturer, the merchant, the student and the public a concise and complete text.

No practitioner of advertising and merchandising can feel that his equipment is complete unless this text forms a working part of his library. There are several chapters that in themselves are worth many times the cost of the book.

Easy to read, well indexed and with a complete and helpful glossary, the book will quickly demonstrate its value. Beautifully bound with flexible, gold embossed covers, it will look in place on your shelf or desk top.

Use the coupon below in ordering.

Advertising Association of America, Inc.

227 Pages-64 Illustrations-Price, \$2.50

Outdoor Advertising Association of America, Inc.

Room 816 - Builder's Bldg.

Chicago Illinois Enclosed you will flud \$...for which

please send me...
espies (at \$2.50
ach) of OUTDOOR
ADVERTISING, THE
MODERN MARKETING PORCE.

Name / Street and No / City

Monthly Magazine Wanted to Manufacture

Nationally known plant has opening in their manufacturing schedule for magazine located in the Metropolitan Area conforming to the following specifications:

Long Run Preferably not exceeding 64 pages

Wire Stitched Single or multiple color

Fill this gap and you will receive splendid service at an exceptionally attractive figure.

Address "G," Box 172, Printers' Ink

WE OFFER PARTNERSHIP

to solicitor who can produce business for a live, aggressive New York organization, fully recognized, now handling several important accounts. Rare opportunity for one exceptional man. Write fullest confidence. All in this organization have seen this advertisement. Address "O," Box 179, Printers' lnk.

A Copy Writer Is Forgetting How To Think

One year in a "dignified" agency is too much for me. I am forgetting how to think, that's what. I believe imagination should play a part in copy. I believe in copy that is living, breathing, that sirs the emotions more than the mind, that has something to say, that colls, sells, sells, all have such copy to show to any agency looking for a man with imagination. Address "G, Box 29, Frinters" int.

CIRCULATION EXECUTIVE

Available December 1st. Wide and successful experience in organizing for results on both subscription and newsstand circulation in every branch. Address "N," Box 178, Printers' Ink.

If you want to sell
FOOD PRODUCTS
IN PITTSBURGH
write "E," Box 171, Printers' Ink

you suggested: That is the way we make 'the reader the king.'

"It should be said in addition to this basic method of classifying inquiries and in addition to the checklist idea, which you know about, that the entire editorial staff, and the Schoolmaster, himself, continually uncover subjects which demand consideration. They report back to headquarters on these suggestions. Such findings are highly important because, you see, our writers go to our readers to get the material for the articles which appear in PRINTERS' INK."

When the Schoolmaster had finished this letter it occurred to him that what he had written was a "how-to-do-it" story, such as has appeared in PRINTERS' INK on so many different concerns. He asked himself then why he couldn't run such a story in PRINTERS' INK and found no objections to it in his own mind.

He hopes, first of all, that it may be as worth while in its way as other "inside" stories on other businesses which have appeared in PRINTERS' INK have been. He also hopes that it may cause any reader with suggestions that have escaped the dragnet, which he has described, to send such suggestions to him.

A great many of the "inside" stories that appear in Printers' INK usually end with a statement on results. The Schoolmaster, out of force of habit, finds it impossible to let this particular one on Printers' INK end in any other manner.

It first occurred to him to say that the story of results was best shown in the fact that for some years its subscription renewal percentage has been 72 per cent or better. Then it occurred to him that perhaps it would be better to relate part of an interview he had some time ago with Roy Durstine. now the busy and hard-working general manager of Batten, Barton, Durstine and Osborn.

In that interview the Schoolmaster had repeated to Mr. Durstine a story told originally by the 28

we to

ut, nd

deort ignly our

get

in-

im

a

as

so ed un

nd

nis

it

ay

in

so

ed

le-

to

e"

RS'

nt

15-

on er

ay

est

or m

to ad ne.

ng r-

he

Statistics and the Chiaroscuro of Henri Matisse

One of the discouraging things about statistics is the way they have of bobbing up in the places where we don't expect them to bob. And now they've been used on modernism.

Of course it isn't the question of the horsepower square-footage of a high pressure sales message as applied to the chiaroscuro of Henri Matisse. It's a lot more interesting than that.

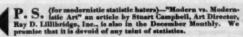
You see, an agency executive remarked that this new modernism wasn't so hot and he could prove it by the fact that not many of our leading advertisers are using it. Don Gridley, he of the statistical mind, decided to find out if the executive was talking out of turn. He applied the yardstick of statistics to modernism and the result is an unusual analysis which shows just how far the tentacles of the new art have grasped the advertising of everything from soap to motors. The article,

"A Statistical Glass Applied to Modernism"

(and we hope secretly that it will)

is in the December

Printers' Ink Monthly



Copy Writer

Good opportunity with large manufacturing concern in Ohio. Must have at least 5 years' agency or advertising department experience. Prefer man 28 or 30 years old. Write fully, giving age, experience and salary expected.

Address "Q," Box 30, Printers' Ink

Considering an Assistant?

I F the details of your position are keeping you from doing your best work, possibly my experience will solve your problem.

Five years of planning advertising campaigns, writing copy, making layouts, buying art work and editing house-organs has given me a rich and valuable experience.

Just past thirty and single, with all the enthusiasm of youth. Can work in co-operation and harmony with others. Can go anywhere. Now in the East. Address "L," Box 176, Printers' Ink

Advertising Manager Seeks Connection

8 years successful Advertising Experience (6 years in Agency Field), knows how to obtain and use market analysis, plan campaigns, write copy, make own rough layouts, buy printing, engraving, art work; knows direct mail, sales promotion, merchandising; a hard worker on details as well as ideas. Hours are his opportunities; salary is secondary to the job; New York Position Preferred. Address "D." Box 176, Printers' Ink.

advertising manager of a certain manufacturing business. According to this advertising manager, Mr. Durstine in soliciting his account a number of years ago had made a highly favorable impression by simply saying that both he and his partner, the late James G. Berrien, were close readers of PRINTERS' INK.

To this story Mr. Durstine replied, in effect, that this condition had not changed. With all the responsibility that his great success as an agency-builder had brought to him he still found it just as imperative to read PRINTERS' INK as ever even though he does it on trains and by the expedient of clipped articles which he carries with him until he finds time for them.

To change and to grow with growing advertising executives, such as Mr. Durstine, is to the Schoolmaster's thinking the best evidence of the value of all the work which the Schoolmaster has described in his letter to the old-time member of the Class who hails from St. Paul.

Death of Vern A. Bridge

Vern A. Bridge, circulation manager of the Indianapolis News, died at that city recently in his thirty-sixth year. He had been engaged in newspaper work all of his business life and had been circulation manager of the Miami News and other newspapers before joining the Indianapolis News in a similar capacity the early part of this year. Mr. Bridge was a brother of Don U. Bridge, advertising manager of the News.

A. T. McKay to Leave Brown Durrell & Company

Allan T. McKay has resigned as advertising manager of Brown Durrell & Company, New York, Gordon Dye hosiery and Forest Mills underwear. His resignation becomes effective December 1.

With Boston Engraver

M. M. Wilson, formerly with the Queen City Photo-Engraving Company, Buffalo, N. Y., has joined the Folsom Engraving Company, Boston.

GIBBONS knows CANADA

J. CHROSE Limited, Advertising Alexins

Horstreal Whenipes, Vancourer Bilefilm Louden, Rej.

New York Office 2152 Granber Bild, Thomas L. Briden, Manuscer for United States

tain

ger, achad reshe

G. of

re-

cess

im-

c as

on

ries

for

with

ves.

the

best

the has

oldwho

e

ager that

rear.

had ami

fore

this of r of

wn

adll & hos-His cem-

the any,

Louis XI and the dealers

Lewis D. Bement, president, John Russell Cutlery Company, was always fascinated by stories of kings and emperors who occasionally doffed their legal trappings and wandered in disguise among their subjects.

As an executive of a company doing national advertising Mr. Bement decided to doff the executive robe and mingle with his dealers. Despite the fact that he, himself, had been a salesman and a sales manager he realized that the only way to know how dealers feel is to keep in constant contact with them.

He learned some interesting things, some of them astonishing, some of them discouraging, many of them encouraging. He uncovered some significant basic principles which can be applied to almost any business selling through retail channels.

He has written an unusual article, unusual in its frankness and sincerity and in the discoveries it reports. Written in a non-Elbertian manner it carries a half dozen significant messages for marketing executives. You'll find

"Little Visits to Dealers"

in the December issue

Printers' Ink Monthly

With this issue, Printers' Ink Monthly closes the biggest year in its history

Classified Advertisements

Rate, 75c a line for each insertion, Minimum order, \$3.75 First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

OLD TRADE PAPER in hotel field can be bought for \$15,000. Now making small profit.

HARRIS-DIBBLE COMPANY 11 West 42nd St., New York City

MARTIN ADVERTISING AGENCY Newspapers, Magazines—Locally, Nationally; Publishers' Rates, Want Ad Lists—Mail Order. Expert Counsel. Est. 1923. 276 W. 43d, New York. WISconsin-3639.

CAPITAL WANTED-for a new type of laxative for national exploitation. Produced on patented machinery and has tremendous sales possibilities. Would like to meet principal through recognized agency. Box 685, Printers' Ink.

CHICAGO ADVERTISING SALESMAN Covering entire Mid-West. Can give good service to one other publisher. Has had extended experience selling space in trade papers. Established twelve in trade papers. Established twelve years. Commission basis preferred. Box 656, Printers' Ink.

Printing Plant For Sale

Fully equipped, modern printing plant, now operating, for sale at low price. Miehle presses, Kelly presses, Laureattes and Gordons, large composingroom and office equipment. Sell separately or as complete plant. Mid-town New York. Advantageous lease in modern building to May 1932. Inquire

George R. Swart 461 Eighth Ave., New York

HELP WANTED

FARM PAPER ADVERTISING MAN-AGEB WANTED—Have an opening for energetic, resourceful advertising sales-man. One who has had experience as advertising manager or assistant to adver-tising manager on farm paper. All com-munications confidential. Box 673, P. I. NEWSPAPER CUT SALESMEN 45% and unusual line for part or full time. Experienced men only. Send details and address Charles Advertising Service, 543 Douglas Bildg. Los Angeles.

ARTIST

A-1 all around man. No apprentice, as partner on small investment and share 50-50. Est. 4 years, plenty work, low expenses. L. R. Schuler, N. C. Art Co. 1701-H St., N. W. Washington, D. C.

Sketch Artist for lithographic stationery designs, one capable of making wash drawings of buildings and other vignettes, lettering, etc. Ideal working conditions and steady employment. Give full par-ticulars as to age, experience, wages, etc. Box 682, Printers' Ink.

A Leading Business Publication of National Circulation has opening for first-class advertising solicitor, Eastern Territory, Please give details of experi-ence and references. All correspondence kept confidential. Arrangements for inter-view about December 5. Box 679, P. I.

WANTED-AN ARTIST. Must have well-developed sense of advertising values, e apt in visualizing, able to execute ideas effectively. Experience in commercial art absolutely essential. This is an opportunity to develop an unusually fine proposition with a large organization of the highest standing. Box 676, P. I.

PRODUCTION MAN

Man wanted for Production Department of advertising agency. Must be ex-perienced in types, printing, lithography, line cuts, etc. Of good appearance and willing to work. Address in writing— Bert Lamberton, Box 678, Printers' Ink.

SALESMAN—Position open for a man of experience and ability to represent us in Boston and vicinity. We are an old-established house, manufacturing colored established nouse, manutacturing conorculabels, box wrappers, advertising cut-outs, office stationery, folding paper boxes, etc. Good opportunity for one with necessary qualifications. State age, references, compensation, etc. Box 681, Printers' Ink.

An Ohio Manufacturer of Plumbing Supplies wants a man to investigate, develop and assist in the execution of a marketing plan. No one who has not had actual selling experience should apply. This is an exceptional opportunity for a person interested in establishing a permanent connection. In applying state age, education, experience in detail, and submit references. Box 657, P. I.

JUNIOR EXECUTIVE

We want a young man of serious mind, good judgment and unlimited mentality. Must know direct mail theory and practice. Be able to write copy, make layouts, contact clients, sell on occasion. Ours is a growing complete direct mail organization. State salary. Box 677, P. I.

0.28

15% me.

rice,

, as low

Co. C. ery rash ttes.

ions par-

etc.

of for tern

eri-

teroI.

ave

ues,

cute ner-

an fine

of

V

ent ex-

and nk.

old-

red uts, etc. ary om nk.

ing

ate,

had ply. ra perbate

and E nd,

ity.

laynail ACCOUNT EXECUTIVE—Man, 28 to 35, with agency experience in agricultural and industrial fields. Must be capable to step in and make rough layouts—write copy—contact with clients and aid in developing new business. Opportunity is in proportion to ability and results shown. Write full experience, results shown. Write full experience, salary expected and other necessary details in first letter. Growing agency in central Ohio. Box 675, Printers' Ink.

Trade Paper Solicitor—If you are now connected in any field, excepting the needle trades, a prominent and old-estab-lished building concern would like to talk lished building concern would like to talk to you. Opportunity for increasing your present earnings without any confliction or loss of time in your present connection. Opportunity also of breaking into Real Estate field with permanent organization. Please state which industry you cover. Box 1000, Room 200, Times Building, New York City.

POSITIONS WANTED

Advertising Representative and publication executive available. Years of exlication executive available. I can of class perience selling space on trade and class journals. Familiar with every detail of magazine production. Box 660, P. I. magazine production.

ARTIST
Free-lance, capable letterer, designer and retoucher, desires a few more accounts, reasonable. Lorin Bates, 301 W. 57th St., N. Y. C. Phone Columbus 7430.

ARTIST-COPY WRITER

wants part-time position or free-lance work. Twelve years' Agency and Publi-\$2.00 per hour. Box cation experience. 671, Printers' Ink.

ARTIST-VISUALIZER

Young, versatile, creates striking clean-cut layouts of unusual display value and readability, agency experience. Knows production, type, etc. Box 668, P. I.

NEWSPAPER PROMOTION

MANAGER of big eastern daily seeks change; thoroughly capable director-creator of advertising, editorial, circulation, promotion; agency experience; 33; married. Box 666, Printers' Ink.

TOP-NOTCH ADVERTISING MAN Ten years' experience—plans, copy, layouts, contact with N. Y. City agencies. Also metropolitan newspaper and national magazine experience. Can take full responsibility for national campaigns. Seek N. Y. City connection. Box 662, Printers' Ink.

Typographer — Layout Man an unusual talent that combines practical experience as printer-craftsman with thorough knowledge of Design, Engraving and Advertising Mechanics, seeks connection with agency; full or part time. Twenty years' experience. Box 658, P. I.

COLLEGE WOMAN SEEKS
RESEARCH OPENING
College Graduate, with Business, Scientific and Teaching experience, desires position in Research Department of Advertising Agency, Magazine, Newspaper or Manufacturer. Good at statistics, interviews, analysis reports and class-room demonstrations. Willing to start at low salary. Write Box 674, Printers' Ink.

ARTIST—Competent and able figure man with all around creative ability. Available for salary or contract work. Will accept reasonably low salary. Box 684, Printers' Ink.

CREATIVE LAYOUT ARTIST
New connection is desired by an art
director who has exceptional creative
ability—and is at present employed. Box
661, Printers' Ink.

Business Woman-Splendid opportunity Business Woman—Splendid opportunity for advertising agency or manufacturer to employ woman thoroughly qualified to organize and manage sales office, service statistical library or other contact department. Box 664, Printer's Ink.

First-Class Commercial Artist—Twenty

years' experience on national advertis-ing, art lettering, layouts. Good figure work. Good photo-retouching. Quick creative, modern. Salary \$75 per week. Box 669, Printers' Ink.

ADVERTISING MAN

24-3 years' experience with agency and pub. rep. Applied knowledge of pro-duction, space, copy, and survey. Either duction, space, copy, and survey. Either field desirable in Chicago. Box 686, Printers' Ink, Chicago Office.

RESEARCH JOB wanted by young man guilty of three years advertising and selling experience. Well educated, an-alytical mind, cooperative spirit. Glutton for work. Good timber for quick de-velopment. Box 680, Printers' Ink.

EXPERT MALE STENOGRAPHER Good correspondent, copywriter. Can make neat layouts. Knows agency pro-cedure and modern methods of merchan-Especially valuable man on food Box 667, Printers' Ink.

ADVERTISING ARTIST

ADVERTISING ARTIST
Versatile, with years of experience, seeks
new connection with either a Studio,
Agency or Manufacturer. Figure Work
and Illustration. Handle all mediums.
Middle West desired. Box 683, P. I.
Advertising Manager—28—capable copywriter with sound merchandising experience including credits, collections,
now managing sales advertising for mfgr.
desires connection with concern ovaraired desires connection with concern organized to do business in progressive way. Box 665, Printers' Ink.

Woman University Graduate—available for trade paper connection in Chicago. Eight years experience in copy, editorial writing and research work, merchandis-ing, promotional and selling of space. Valuable advertising contacts. Box 670, Chicago Office, Printers' Ink

Business Advertising Salesman wants connection with business publication or newspaper group interested in getting more office equipment advertising. Eight years' experience. Age 29. Know office equipment advertising. Chicago territory. Box 672, Printers' Ink, Chicago Office.

Advartising Manager, Assistant Copy-writer—Six year record of brilliant achievement with largest concerns in the world. Writer of glowing copy, free from superficial cleverness; copy that commands a reading; that impels to commands a reading; that impels to action. Three years of keyed results with one organization demonstrates the sound-ness of my methods. 29—Christian—Col-lege man—\$3,000. Write Box 663, P. I.

Table of Contents

Senator Capper's Picture of What Will Be Done at Washington ARTHUR CAPPER, United States Senator from Kansas	3
Smith Brothers to Wage War on Theater Cough	10
How We Introduced a Cheaper Product without Hurting High-Priced Line E. FOSTER CLARK, President, Clark Lighter Company	17
How to Use the Laboratory Method of Testing Advertisements D. E. ROBINSON, Director of Research, Federal Advertising Agency, Inc	25
Style Is Basis of Pioneer Suspender Campaign L. H. HEIMERDINGER, President, Pioneer Suspender Company	33
Chile Gives Cold Shoulder to Trade-Mark Pirates B. A. Whitney, Division of Commercial Laws, Department of Commerce	41
New England Adopts a Sales Plan	49
Sweets Industries Organize to Combat Lucky Strike Advertising	52
This Jobber Acts as Sales and Advertising Counsel for Retailers ROBERT R. ELLIS, President, Hessig-Ellis Drug Company	57
Informal Letter Conferences Make Better Letter Writers	73
Let the Salesmen Underwrite the New Product A. H. Dzurz.	81
Hotel China Enters the Kingdom of Color ROBERT H. ZERFING, of the Onondaga Pottery Company	91
The Eye-Appeal of Compositions Based on the Circle W. LIVINGSTON LARNED.	97
How We Tested a Window Display ROGER A. Poor, Advertising Manager, Hygrade Lamp Co	105
How We Adapt Our Advertising to Each New Specialty J. C. Keran, Advertising Manager, Harvey Hubbell, Inc	113
Another Can't-Be-Trade-Marked Product Is Tagged	120
O, Judge Taft, We Need You in Advertising Louis Brewer	124
Sales Problems of the South Discussed	128
Advertising Commission Examines Its Under-Pinning	148
Editorials The Advertisement's the Thing—Why Chains Can't Wreck Independents—High School a Force in Merchandising—A Brighter Day for	158
the Farmer.	100

1028

10

17

25

41 49 52

57

81

91

97

105

113

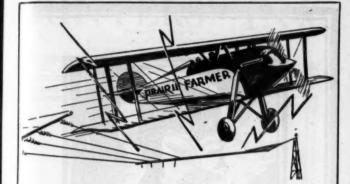
120

124

148

158

164



Now IN and ON the Air

In its privately owned airplane, Prairie Farmer sends its editorial men to every point throughout Illinois and Indiana where farm news is in the making. Now, through its own station, WLS (formerly Sears, Roebuck & Company) Prairie Farmer radios a digest of these events to its subscribers within a few hours after the news breaks.

Here is the only agricultural publication in the world serving subscribers and advertisers through the mail, in and on the air.



PRAIRIE FARMER

BURRIDGE D. BUTLER, Publisher 1230 W. Washington Blvd., Chicago, Ill.

CHAS. P. DICKSON, Advertising Manager J. E. EDWARDS, Associate

Member of: Standard Farm Paper Unit for Illinois and Indiana See advertisement page 2



Procter & Gamble during the first ten months of 1928 spent \$55,500 on Ivory Soap in Sunday Tribune rotogravure